

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 25, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	HOTEL#	23.7	19,860	1	A TEAM	18.0	39,620
2	A TEAM	23.3	19,530	2	LIFES-EMBARASSING MOMENTS(S)	16.9	37,260
3	ABC SUNDAY NIGHT MOVIE	22.9	19,190	3	ABC SUNDAY NIGHT MOVIE	15.3	33,710
4	LIFES-EMBARASSING MOMENTS(S)	21.7	18,180	4	HARDCASTLE & MCCORMICK#	15.0	33,000
5	HARDCASTLE & MCCORMICK#	20.7	17,350	5	HOTEL#	14.2	31,200
6	CBS NFL FOOTBALL-POST#	20.6	17,260	6	M*A*S*H SPECIAL(S)	13.8	30,440
7	MISS AMERICA PAGEANT(S)	20.5	17,180	7	FACTS OF LIFE#	13.3	29,390
8	REMINGTON STEELE#	20.1	16,840	8	CBS NFL FOOTBALL-POST#	13.3	29,320
9	60 MINUTES	20.0	16,760	9	REMINGTON STEELE#	13.2	29,130
10	THREE'S COMPANY#	19.7	16,510	10	60 MINUTES	12.9	28,310
11	M*A*S*H SPECIAL(S)	19.6	16,420	11	MISS AMERICA PAGEANT(S)	12.8	28,250
12	FACTS OF LIFE#	19.3	16,170	12	NBC'S ALL-STAR HAPPY HOUR(S)	12.8	28,110
13	9 TO 5#	19.2	16,090	13	ABC MOVIE SPECIAL(S)	12.5	27,620
14	MAGNUM, P.I.	19.1	16,010	14	9 TO 5#	12.4	27,290
14	TU MOVIE OF THE WEEK-NBC(S)	19.1	16,010	15	MAGNUM, P.I.	12.3	27,200
16	SIMON & SIMON	18.7	15,670	16	THREE'S COMPANY#	12.3	27,190
17	NBC'S ALL-STAR HAPPY HOUR(S)	18.5	15,500	17	JUST OUR LUCK#	12.3	27,150
18	M*A*S*H#	18.3	15,340	18	FALL GUY	12.3	27,080
18	NBC MONDAY NIGHT MOVIES#	18.3	15,340	19	TV CENSORED BLOOPERS #5(S)	12.1	26,660
20	ABC MOVIE SPECIAL(S)	18.1	15,170	20	WE GOT IT MADE	12.1	26,570
21	EMMY AWARDS(S)	18.0	15,080	21	SIMON & SIMON	11.9	26,310
22	FALL GUY	17.6	14,750				

WOMEN (18+)				MEN (18+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	HOTEL#	19.3	16,920	1	ABC SUNDAY NIGHT MOVIE	19.5	15,390
2	MISS AMERICA PAGEANT(S)	17.1	14,960	2	LIFES-EMBARASSING MOMENTS(S)	17.5	13,830
3	TU MOVIE OF THE WEEK-NBC(S)	17.1	14,940	3	CBS NFL FOOTBALL-POST#	17.1	13,500
4	LIFES-EMBARASSING MOMENTS(S)	16.7	14,570	4	A TEAM	16.7	13,170
5	NBC MONDAY NIGHT MOVIES#	15.9	13,870	5	HARDCASTLE & MCCORMICK#	16.7	13,150
6	M*A*S*H SPECIAL(S)	15.6	13,680	6	NFL MONDAY NIGHT FOOTBALL	15.8	12,500
7	REMINGTON STEELE#	15.6	13,660	7	60 MINUTES	15.4	12,140
8	EMMY AWARDS(S)	15.6	13,640	8	HOTEL#	14.8	11,660
9	A TEAM	15.6	13,620	9	CBS NFL FOOTBALL GAME 1	14.5	11,410
10	ABC SUNDAY NIGHT MOVIE	15.3	13,370	10	CBS NFL FOOTBALL GAME 2	13.8	10,860
11	FACTS OF LIFE#	15.0	13,100	11	REMINGTON STEELE#	13.2	10,400
11	M*A*S*H#	15.0	13,100	12	MISS AMERICA PAGEANT(S)	12.7	9,980
13	60 MINUTES	14.8	12,990	13	M*A*S*H SPECIAL(S)	12.2	9,610
14	LOVE BOAT	14.5	12,710	14	9 TO 5#	12.2	9,600
15	CAGNEY & LACEY#	14.5	12,690	15	CBS SPECIAL MOVIE PRES(S)	12.1	9,530
16	NBC'S ALL-STAR HAPPY HOUR(S)	14.4	12,620	16	THREE'S COMPANY#	12.0	9,440
17	HARDCASTLE & MCCORMICK#	14.3	12,480	17	HILL STREET BLUES	11.9	9,360
18	LOTTERY	14.0	12,250	18	ABC NFL FOOTBALL SPCL(S)	11.8	9,330
19	SIMON & SIMON	13.9	12,170	19	FALL GUY	11.7	9,230
20	CBS NFL FOOTBALL-POST#	13.8	12,100	20	20/20#	11.4	9,020
21	20/20#	13.8	12,080				

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NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LIFES-EMBARASSING MOMENTS(S)	18.8	10,320
2	HOTEL#	17.1	9,390
3	ABC SUNDAY NIGHT MOVIE	16.9	9,290
4	TU MOVIE OF THE WEEK-NBC(S)	16.2	8,930
5	ABC MOVIE SPECIAL(S)	16.2	8,900
6	M*A*S*H SPECIAL(S)	16.1	8,850
7	REMINGTON STEELE#	16.0	8,810
8	A TEAM	15.7	8,650
9	M*A*S*H#	15.7	8,620
10	9 TO 5#	15.4	8,450
11	HARDCASTLE & MCCORMICK#	15.1	8,310
12	MISS AMERICA PAGEANT(S)	14.9	8,180
13	THREE'S COMPANY#	14.8	8,130
14	FACTS OF LIFE#	14.5	7,970
15	CAGNEY & LACEY#	14.4	7,890
16	HILL STREET BLUES	14.1	7,760
17	WE GOT IT MADE	13.7	7,550
18	NEWHART	13.5	7,400
19	TV CENSORED BLOOPERS #5(S)	13.3	7,320
20	NBC MONDAY NIGHT MOVIES#	13.2	7,230
21	EMMY AWARDS(S)	13.0	7,160
22	LOTTERY	12.8	7,040

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BOB HOPE SALUTES NASA(S)	25.4	6,840
2	GEORGE BURNS-80 YRS-SHWBZ(S)	25.2	6,780
3	HOTEL#	23.7	6,380
4	MISS AMERICA PAGEANT(S)	21.4	5,760
5	60 MINUTES	21.3	5,720
6	EMMY AWARDS(S)	21.2	5,710
6	LOVE BOAT	21.2	5,710
8	NBC MONDAY NIGHT MOVIES#	20.2	5,430
9	LOVE BOAT SPECIAL(S)	19.5	5,250
10	NBC'S ALL-STAR HAPPY HOUR(S)	19.0	5,100
11	TU MOVIE OF THE WEEK-NBC(S)	18.8	5,070
12	MAGNUM, P.I.	17.8	4,800
13	SIMON & SIMON	17.7	4,770
14	LOTTERY	17.6	4,740
15	CBS EVENING NEWS-RATHER	17.2	4,640
16	FACTS OF LIFE#	17.2	4,630
17	CBS NFL FOOTBALL-POST#	17.1	4,590
18	20/20#	17.0	4,560
19	ONE DAY AT A TIME	16.9	4,540
20	REAL PEOPLE	16.5	4,440
21	JEFFERSONS	16.5	4,430
22	CAGNEY & LACEY#	16.2	4,360

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	22.1	11,770
2	LIFES-EMBARASSING MOMENTS(S)	20.9	11,090
3	HARDCASTLE & MCCORMICK#	18.9	10,030
4	A TEAM	16.8	8,950
5	NFL MONDAY NIGHT FOOTBALL	15.2	8,060
6	CBS NFL FOOTBALL GAME 1	13.8	7,330
7	REMINGTON STEELE#	13.4	7,110
8	HOTEL#	13.4	7,100
9	HILL STREET BLUES	13.1	6,980
10	CBS NFL FOOTBALL-POST#	13.1	6,970
11	CBS NFL FOOTBALL GAME 2	12.7	6,770
12	M*A*S*H SPECIAL(S)	12.5	6,640
13	9 TO 5#	12.4	6,600
14	CBS SPECIAL MOVIE PRES(S)	12.1	6,450
15	ABC MOVIE SPECIAL(S)	11.9	6,320
16	THREE'S COMPANY#	11.7	6,230
17	60 MINUTES	11.6	6,190
18	FALL GUY	11.5	6,140
19	ABC NFL FOOTBALL SPCL(S)	11.4	6,040
20	MISS AMERICA PAGEANT(S)	10.9	5,820
21	TU MOVIE OF THE WEEK-NBC(S)	10.6	5,640
22	RIPLEY'S BELIEVE IT-NOT	10.6	5,620

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	24.5	5,010
2	CBS NFL FOOTBALL-POST#	24.4	5,000
3	BOB HOPE SALUTES NASA(S)	19.6	4,010
4	HOTEL#	19.3	3,960
5	A TEAM	18.4	3,770
6	GEORGE BURNS-80 YRS-SHWBZ(S)	18.4	3,760
7	20/20#	17.4	3,570
8	NFL MONDAY NIGHT FOOTBALL	17.1	3,500
9	CBS NFL FOOTBALL GAME 1	16.5	3,380
10	REAL PEOPLE	16.0	3,280
11	CBS NFL FOOTBALL GAME 2	16.0	3,270
12	MAGNUM, P.I.	15.8	3,230
13	EMMY AWARDS(S)	15.2	3,110
14	ABC SUNDAY NIGHT MOVIE	14.8	3,040
15	MISS AMERICA PAGEANT(S)	14.7	3,010
16	SIMON & SIMON	14.6	3,000
17	THREE'S COMPANY#	14.4	2,950
18	ALICE#	14.3	2,930
19	NBC'S ALL-STAR HAPPY HOUR(S)	14.0	2,860
20	FALL GUY	13.8	2,830

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																																
FALL GUY						20	200	207	A	17.6	30	1475	1836	663	307	724	276	474	423	341	209	626	262	417	341	279	193	191	90	295	211	
WED. 8.00P 60 ABC A						98	99		B	14.5	27	1215																				
8.00 - 8.30									A	16.1	28	1349	1861	672	312	733	279	480	424	344	214	629	264	417	339	285	192	189	92	310	215	
8.30 - 9.00									A	19.0	31	1592	1818	660	302	717	271	466	421	342	208	622	260	415	345	275	191	194	91	285	209	
FAMILY TIES						3	191		A	13.1	22	1098	1721	818	431	912	411	592	477	296	282	599	207	363	334	299	179	176	142	34	15	
1 WED. 9.30P 30 NBC CS						97			B	13.3	22	1115																				
FANTASY ISLAND						34	203		A	17.2	33	1441	1487	685	247	767	278	446	401	302	284	435	162	269	221	195	148	167	106	118	66	
2 SAT. 10.00P 60 ABC A						99			B	16.0	30	1341																				
10.00 - 10.30									A	17.3	32	1450	1462	673	257	757	270	441	401	297	282	437	157	272	225	204	146	157	93	111	61	
10.30 - 11.00									A	17.1	34	1433	1505	697	235	777	286	452	401	304	287	427	168	265	216	182	147	175	119	126	69	
1ST ANNUAL YUMMY AWARDS(S)						185			A	7.0	13	587	1801	595	190	617	201	369	342	288	223	447	222	290	232	127	121	102	64	635	443	
1 FRI. 8.00P 60 NBC U						93			A	7.2	13	603	1896	643	199	656	184	368	342	315	261	472	243	296	210	108	148	152	78	616	424	
8.00 - 8.30									A	6.9	12	578	1673	541	174	572	223	370	341	254	179	412	195	278	252	145	89	42	42	647	453	
8.30 - 9.00																																
FIRST CAMERA						2	179	178	A	6.9	12	578	1588	771	371	830	227	393	385	349	371	560	140	271	264	231	236	71	66	127	88	
SUN. 7.00P 60 NBC DN						93	92		B	6.9	12	578	1588	771	371	830	227	393	385	349	371	560	140	271	264	231	236	71	66	127	88	
7.00 - 7.30									A	6.4	12	536	1608	798	390	862	246	401	373	341	407	545	134	257	249	205	243	79	71	122	88	
7.30 - 8.00									A	7.4	13	620	1552	744	350	794	207	384	388	352	339	569	147	282	273	250	230	59	59	130	90	
FOR LOVE AND HONOR						1	199		A	12.8	23	1073	1571	656	131	712	185	363	366	332	311	608	220	407	338	331	181	126	46	125	84	
2 FRI. 9.00P 120 NBC GD						99			B	12.8	23	1073	1571	656	131	712	185	363	366	332	311	608	220	407	338	331	181	126	46	125	84	
9.00 - 9.30									A	12.7	22	1064	1580	674	103	730	198	380	360	325	330	605	223	376	295	314	215	127	46	118	82	
9.30 - 10.00									A	12.7	22	1064	1564	656	115	713	189	378	381	327	294	598	221	404	335	327	175	130	49	123	81	
10.00 - 10.30									A	13.0	24	1089	1580	641	148	701	182	349	368	323	309	610	216	411	354	332	176	134	48	135	91	
10.30 - 11.00									A	12.9	24	1081	1545	652	155	698	177	344	355	343	306	608	216	426	360	348	159	114	38	125	83	
FRI MOVIE OF-WEEK-NBC(S)						186			A	6.9	13	578	1640	649	256	696	251	469	429	330	172	609	284	474	366	248	128	129	69	206	203	
1 FRI. 9.00P 120 NBC FF						95			A	7.4	13	620	1623	657	247	699	259	477	466	302	154	594	292	470	324	200	124	123	64	207	194	
9.00 - 9.30									A	7.1	13	595	1543	637	242	679	230	466	447	339	147	560	250	444	322	233	107	121	64	183	183	
9.30 - 10.00									A	6.9	13	578	1644	628	245	686	260	462	405	324	179	605	287	463	380	264	127	140	74	213	213	
10.00 - 10.30									A	6.4	12	536	1707	659	278	702	241	455	381	359	208	657	293	502	424	292	155	130	70	218	218	
10.30 - 11.00																																
FULL HOUSE(S)						198			A	8.2	13	687	1715	671	206	777	223	295	256	278	439	513	158	228	167	232	243	103	28	322	222	
2 TUE. 8.00P 60 CBS CS						99			A	8.5	14	712	1653	595	195	719	218	251	208	220	425	520	172	241	175	229	236	105	29	309	206	
8.00 - 8.30									A	7.8	12	654	1784	753	214	842	228	342	307	341	457	501	141	212	157	232	250	99	24	342	242	
8.30 - 9.00																																
GEORGE BURNS-80 YRS-SHWBZ(S)						197			A	16.5	26	1383	1458	784	259	853	181	330	317	370	491	556	128	262	229	261	273	31	12	18	10	
2 MON. 9.30P 90 NBC CV						99			A	15.0	22	1257	1538	774	232	843	155	283	274	362	528	611	149	280	243	279	308	28	19	56	26	
9.30 - 10.00									A	16.8	26	1408	1435	820	293	884	207	365	344	380	485	528	115	248	223	254	257	16	LT	7	7	
10.00 - 10.30									A	17.7	30	1483	1417	759	250	833	181	334	327	364	465	535	125	261	224	250	256	49	18	LT	LT	
10.30 - 11.00																																
GIMME A BREAK						5	181	200	A	13.6	23	1140	1859	682	251	800	274	426	364	288	333	416	124	202	217	186	171	173	132	470	278	
THU. 8.00P 30 NBC CS						90	98		B	12.4	23	1039																				
GLORIA						6	190		A	8.7	14	729	1414	593	125	695	210	285	317	234	327	421	104	134	174	150	215	123	85	175	111	
2 WED. 8.30P 30 CBS CS						98			B	8.4	16	704																				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																				
WK # DAY		START TIME	DUR	NET	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
						WK 1	WK 2		AVG. AUD. %	AVG. SHARE % (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+						
EVENING CONT'D																														
GOODNIGHT, BEANTOWN						4	196	197	A 14.3	23	1198	1475	780	375	875	300	502	448	385	335	431	121	245	255	227	152	109	65^	60^	30^
1	SUN.	10.07P	30	CBS	CS		99	99	B 13.5	23	1131																			
2	SUN.	10.06P	30																											
HAPPY DAYS						3	185		A 10.4	18	872	1930	840	445	903	463	633	561	348	197^	465	259^	359	230^	152^	106^	267	232^	295	214^
1	TUE.	8.00P	30	ABC	CS		93		B 11.1	19	930																			
HARDCASTLE & MCCORMICK						1	202		A 20.7	33	1735	1902	670	228	719	261	480	502	369	186	757	285	578	487	418	143	174	63^	252	180
2	SUN.	8.00P	60	ABC	A		99		B 20.7	33	1735	1902	670	228	719	261	480	502	369	186	757	285	578	487	418	143	174	63	252	180
		8.00 - 8.30							A 19.8	32	1659	1910	659	234	716	265	469	491	350	189	768	283	573	477	422	155	178	64^	248	173
		8.30 - 9.00							A 21.6	33	1810	1890	681	222	722	255	486	514	387	185	746	287	582	493	412	130	167	63^	255	187
HART TO HART						37	203		A 16.2	28	1358	1433	725	324	765	268	517	441	418	205	537	250	377	306	244	128^	110^	68^	21^	17^
1	TUE.	10.00P	60	ABC	PD		99		B 18.2	31	1525																			
		10.00 - 10.30							A 16.4	28	1374	1414	709	300	742	267	520	431	406	184	547	253	378	297	249	137^	104^	56^	21^	21^
		10.30 - 11.00							A 16.0	29	1341	1445	736	347	784	267	511	449	429	227	524	245	378	314	237	118^	117^	79^	20^	13^
HILL STREET BLUES						47	208	210	A 17.1	30	1433	1547	704	293	752	297	542	450	364	190	653	283	486	421	317	152	73^	25^	69^	44^
	THU.	10.00P	60	NBC	OP		99	99	B 17.7	30	1483																			
		10.00 - 10.30							A 17.0	29	1425	1560	709	306	759	310	558	467	360	179	641	281	479	415	309	146	82	29^	78^	51^
		10.30 - 11.00							A 17.2	32	1441	1526	694	279	741	284	523	435	364	198	660	285	493	427	324	154	64^	22^	61^	39^
HOTEL						1	203		A 23.7	38	1986	1571	772	305	854	263	473	482	435	323	586	215	357	319	279	199	81^	44^	50^	36^
2	WED.	9.00P	116	ABC	GD		99		B 23.7	38	1986	1571	772	305	854	263	473	482	435	323	586	215	357	319	279	199	81	44	50	36
		9.00 - 9.30							A 22.4	35	1877	1597	745	291	824	257	463	476	417	302	582	205	334	313	286	216	88^	50^	103^	78^
		9.30 - 10.00							A 23.4	36	1961	1556	754	298	839	257	464	477	428	318	582	209	354	320	291	199	87^	41^	48^	35^
		10.00 - 10.30							A 24.7	41	2070	1556	781	313	868	269	476	483	437	334	580	219	367	319	266	187	82^	44^	26^	17^
		10.30 - 11.00							A 24.4	42	2045	1577	802	312	880	263	491	495	459	333	605	230	377	331	273	194	70^	43^	22^	15^
JEFFERSONS						44	197	194	A 16.6	25	1391	1598	751	377	834	302	470	425	341	318	480	120	251	272	256	179	157	85	127	89
1	SUN.	9.37P	30	CBS	CS		99	99	B 18.6	29	1559																			
2	SUN.	9.36P	30																											
JOANIE LOVES CHACHI						13	187		A 11.8	19	989	1822	841	391	889	430	647	572	401	159^	447	190^	308	272	215^	104^	248	203^	238	171^
1	TUE.	8.30P	30	ABC	CS		92		B 11.1	20	930																			
JUST OUR LUCK						1	205		A 14.7	24	1232	2204	683	333	763	346	509	366	276	203	564	302	392	329	172^	132^	342	203	535	339
2	TUE.	8.00P	30	ABC	CS		99		B 14.7	24	1232	2204	683	333	763	346	509	366	276	203	564	302	392	329	172	132	342	203	535	339
KNIGHT RIDER						3	198		A 13.0	21	1089	2062	696	350	753	330	483	485	297	210^	681	237	437	459	349	178^	239	66^	389	237
1	SUN.	8.00P	60	NBC	A		96		B 14.8	26	1240																			
		8.00 - 8.30							A 12.0	20	1006	2097	734	396	789	357	501	504	300	220^	671	239	436	455	338	174^	218^	59^	419	241
		8.30 - 9.00							A 14.0	22	1173	2020	661	311	719	309	467	470	289	198	685	234	434	462	358	178^	253	69^	363	232
KNOTS LANDING						12	199	198	A 13.9	25	1165	1473	779	319	895	322	497	427	350	354	381	143	240	195	184	123	94^	56^	103	50^
	THU.	10.00P	60	CBS	GD		99	99	B 11.7	21	980																			
		10.00 - 10.30							A 14.2	24	1190	1461	763	317	871	310	479	418	338	345	372	131	221	183	183	131	107	65^	111	51^
		10.30 - 11.00							A 13.6	25	1140	1479	794	322	919	333	515	438	362	361	391	156	261	204	183	119	78^	46^	91^	48^
LIFES-EMBARASSING MOMENTS(S)						202			A 21.7	35	1818	2050	722	338	801	315	566	482	404	192	763	351	611	494	357	127^	265	136	221	139
1	SUN.	8.00P	60	ABC	U		99		A 19.3	32	1617	2097	729	338	808	317	568	484	402	198	775	350	627	508	369	123^	275	145	239	150
		8.00 - 8.30							A 24.1	38	2020	2004	717	336	793	314	567	477	407	184	743	344	593	485	347	124	260	125	208	130
		8.30 - 9.00																												
LOTTERY						2	201	202	A 17.4	30	1458	1708	769	325	840	276	483	428	362	325	485	154	277	276	252	171	158	76^	225	152
CONT'D																														

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AUG. AUD. %	SHARE %	AUG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
													TOTAL										WOMEN					MEN					TEENS (12-17)	
													18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.			
EVENING CONT'D																																		
LOTTERY-CONT'D																																		
FRI. 9.00P 60 ABC A 99 99													B 17.4 30 1458	1708	769 325	840 276	483 428	362 325	485 154	277 276	252 171	158 76	225 152											
9.00 - 9.30													A 16.9 30 1416	1726	771 330	846 282	484 423	357 330	478 156	278 276	240 164	157 71	245 163											
9.30 - 10.00													A 17.9 31 1500	1679	768 318	832 269	481 433	366 321	490 151	274 275	262 176	154 79	203 139											
LOVE BOAT 45 199 200													A 17.1 31 1433	1694	822 322	888 266	422 427	330 400	471 164	267 227	185 192	153 87	182 137											
1 SAT. 9.00P 120 ABC CS 97 99													B 18.5 33 1550																					
2 SAT. 9.00P 60																																		
9.00 - 9.30													A 17.6 31 1475	1761	806 324	878 248	403 408	336 410	482 156	264 218	189 201	190 103	211 147											
9.30 - 10.00													A 18.7 33 1567	1723	793 316	860 241	400 410	329 393	481 148	271 233	207 200	169 85	213 151											
10.00 - 10.30													A 15.0 27 1257	1568	869 317	930 327	465 461	310 400	451 191	262 227	165 177	90 69	97 97											
10.30 - 11.00													A 15.2 28 1274	1581	867 336	927 307	470 477	338 383	444 193	272 231	144 172	95 73	115 115											
LOVE BOAT SPECIAL(S) 201													A 14.5 28 1215	1776	889 309	983 313	494 462	364 432	451 149	227 217	167 197	110 64	232 147											
1 SAT. 8.00P 60 ABC CS 97																																		
8.00 - 8.30													A 14.0 28 1173	1785	877 307	969 312	505 466	357 412	451 151	230 218	156 196	110 63	255 151											
8.30 - 9.00													A 14.9 28 1249	1770	903 312	998 313	483 462	372 453	448 145	222 212	176 200	112 66	212 143											
MAGNUM, P.I. 46 205 202													A 19.1 32 1601	1699	676 244	727 220	394 360	339 299	556 192	328 288	240 203	191 74	225 134											
THU. 8.00P 60 CBS PD 99 99													B 20.3 34 1701																					
8.00 - 8.30													A 17.7 30 1483	1639	664 235	716 216	374 346	326 308	552 190	314 281	233 215	155 58	216 122											
8.30 - 9.00													A 20.6 33 1726	1738	684 250	733 226	408 368	344 292	553 193	335 294	241 190	220 86	232 142											
MAMA'S FAMILY 5 183 201													A 14.1 23 1182	1779	730 331	841 299	475 404	327 329	425 142	215 220	185 173	147 104	366 211											
THU. 8.30P 30 NBC CS 91 98													B 13.6 24 1140																					
M*A*S*H SPECIAL(S) 197													A 19.6 30 1642	1854	723 418	832 337	538 487	364 252	585 272	404 365	234 139	209 97	228 135											
2 MON. 8.00P 150 CBS CS 99																																		
8.00 - 8.30													A 16.9 27 1416	1707	628 341	730 276	430 392	307 263	546 249	355 319	207 149	164 93	247 167											
8.30 - 9.00													A 18.1 28 1517	1842	666 434	809 339	512 450	328 256	538 240	363 334	219 136	197 89	298 209											
9.00 - 9.30													A 20.3 30 1701	1844	731 423	831 345	536 489	352 252	577 291	391 347	200 149	202 91	234 134											
9.30 - 10.00													A 21.1 32 1768	1930	777 436	874 361	577 519	382 257	612 278	436 394	251 139	234 107	210 111											
10.00 - 10.30													A 21.5 33 1802	1921	798 450	899 361	617 567	431 236	641 297	465 421	279 126	216 102	165 74											
M*A*S*H 13 195													A 18.3 28 1534	1638	761 372	853 359	562 443	350 250	467 195	354 313	221 113	155 58	163 103											
1 MON. 9.00P 30 CBS CS 99													B 16.3 26 1366																					
MATT HOUSTON 2 202 203													A 16.3 30 1366	1592	772 286	830 269	507 470	384 272	516 178	315 288	266 160	118 67	128 81											
FRI. 10.00P 60 ABC PD 99 99													B 16.3 30 1366	1592	772 286	830 269	507 470	384 272	516 178	315 288	266 160	118 67	128 81											
10.00 - 10.30													A 15.8 29 1324	1592	778 282	836 264	508 468	390 280	504 165	305 285	268 157	109 61	143 85											
10.30 - 11.00													A 16.9 32 1416	1575	757 286	815 271	501 468	375 262	522 188	321 286	264 160	124 71	114 75											
MISS AMERICA PAGEANT(S) 208													A 20.5 40 1718	1644	805 318	871 220	477 465	487 335	582 149	338 370	316 176	90 81	101 96											
1 SAT. 10.00P 129 NBC AC 99																																		
10.00 - 10.30													A 18.6 33 1559	1791	817 356	899 222	502 480	509 329	636 169	385 405	335 195	79 70	177 161											
10.30 - 11.00													A 19.6 36 1642	1663	795 325	871 203	459 459	485 342	622 165	379 409	332 175	69 69	101 101											
11.00 - 11.30													A 20.8 41 1743	1576	822 318	872 215	459 452	483 353	534 120	295 338	293 173	90 90	80 77											
11.30 - 12.00													A 22.6 49 1894	1615	810 283	862 231	488 480	483 324	556 136	317 355	318 165	120 91	77 72											
12.00 - 12.30													A 22.0 54 1844	1483	727 298	813 237	470 431	467 300	540 181	304 302	281 164	82 82	48 40											
MR. SMITH 1 199													A 11.9 22 997	1761	655 202	722 235	423 414	324 262	584 278	412 345	224 169	140 53	315 228											
2 FRI. 8.00P 60 NBC CS 99													B 11.9 22 997	1761	655 202	722 235	423 414	324 262	584 278	412 345	224 169	140 53	315 228											
8.00 - 8.30													A 12.3 23 1031	1750	639 239	732 259	448 415	319 254	567 262	386 329	215 175	135 58	316 231											
8.30 - 9.00													A 11.6 20 972	1746	667 160	704 206	391 405	327 269	595 292	433 354	228 162	138 44	309 223											

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+											
EVENING CONT'D																																				
NCAA FOOTBALL SPEC-CONT'D																																				
11.30 - 12.00														A	8.9	22	746	1299	343	161	343	38	120	193	230	150	839	214	451	449	474	304	50	LT	67	67
12.00 - 12.30														A	8.1	22	679	1305	410	137	427	77	186	246	292	181	764	161	376	393	453	321	17	LT	97	97
NEWHART														A	16.5	26	1383	1552	751	375	839	327	535	457	373	256	517	202	341	329	256	132	116	55	80	49
1 MON. 9.30P 30 CBS CS 99 98														B	15.7	25	1316																			
2 MON. 10.30P 30																																				
NEWSBREAK-M-F														A	12.0	19	1006	1777	672	286	747	262	413	377	307	290	553	212	329	288	238	190	170	80	307	188
1 M-WTHF 8.58P 1 CBS N 89 90														B	13.7	22	1148																			
1 TUE. 9.03P 1																																				
2 MON. 9.11P 2																																				
2 TU-F 8.58P 1																																				
NEWSBREAK-SAT.														A	9.2	17	771	2091	520	183	537	248	374	339	228	138	624	253	442	343	287	157	358	210	572	338
SAT. 8.57P 2 CBS N 93 90														B	10.3	19	863																			
NEWSBREAK-SUN.														A	14.5	22	1215	1607	754	370	822	313	443	397	310	335	447	119	227	266	230	166	141	86	197	134
SUN. 9.35P 1 CBS N 91 92														B	16.1	25	1349																			
NFL MONDAY NIGHT FOOTBALL														A	16.0	27	1341	1574	446	214	464	135	275	286	260	145	932	366	601	544	419	262	105	29	73	55
1 MON. 9.00P 180 ABC SE 98 94														B	16.0	27	1341	1574	446	214	464	135	275	286	260	145	932	366	601	544	419	262	105	29	73	55
2 MON. 9.00P 185																																				
9.00 - 9.30														A	15.6	25	1307	1639	467	238	508	165	318	308	264	153	885	346	550	495	391	269	114	37	132	93
9.30 - 10.00														A	17.3	27	1450	1606	451	232	478	133	291	284	270	149	871	331	527	495	382	273	139	52	118	83
10.00 - 10.30														A	18.0	28	1508	1577	463	231	475	133	301	296	272	141	936	350	602	577	440	258	103	24	63	50
10.30 - 11.00														A	16.9	27	1416	1566	461	232	471	139	299	299	274	134	956	388	643	592	449	236	103	24	36	29
11.00 - 11.30														A	15.2	29	1274	1501	408	188	417	127	238	264	234	131	953	390	638	550	423	249	88	16	43	31
11.30 - 12.00														A	14.0	33	1173	1506	419	154	424	120	203	259	224	153	965	390	623	534	402	277	69	10	48	36
9 TO 5														A	19.2	30	1609	1696	666	257	716	309	526	402	324	177	597	243	411	325	295	166	227	170	156	96
1 TUE. 9.30P 30 ABC CS 98														B	17.8	28	1492																			
NO MAN'S VALLEY(S)														A	11.0	18	922	2078	665	417	750	341	501	421	268	225	488	195	384	326	229	104	302	113	538	374
1 MON. 8.00P 30 CBS CS 96																																				
ONE DAY AT A TIME														A	15.8	24	1324	1665	765	352	838	302	445	403	328	343	494	135	261	280	253	193	160	90	173	133
1 SUN. 9.07P 30 CBS CS 99 98														B	14.2	26	1190																			
2 SUN. 9.06P 30																																				
REAL PEOPLE														A	15.1	26	1265	1542	664	233	721	200	324	312	313	351	537	137	239	238	250	259	149	84	135	78
1 WED. 8.00P 90 NBC PV 98 99														B	15.1	26	1265	1542	664	233	721	200	324	312	313	351	537	137	239	238	250	259	149	84	135	78
2 WED. 8.00P 60																																				
8.00 - 8.30														A	14.2	25	1190	1502	654	223	692	159	291	299	329	353	503	122	206	213	227	267	139	79	168	96
8.30 - 9.00														A	15.6	26	1307	1532	650	217	715	179	299	300	322	363	533	129	227	233	251	268	148	74	136	76
9.00 - 9.30														A	16.4	27	1374	1594	691	272	768	312	422	351	257	312	584	177	314	284	284	219	168	106	74	44
REMINGTON STEELE														A	20.1	32	1684	1730	729	380	811	313	524	495	382	242	618	249	422	423	300	164	177	65	124	86
2 TUE. 9.00P 120 NBC PD 99														B	20.1	32	1684	1730	729	380	811	313	524	495	382	242	618	249	422	423	300	164	177	65	124	86
9.00 - 9.30														A	21.3	33	1785	1727	686	350	761	273	482	465	369	236	622	261	416	412	288	175	198	63	146	105
9.30 - 10.00														A	21.0	32	1760	1767	723	375	804	311	507	486	371	247	601	239	405	410	291	168	216	73	146	106
10.00 - 10.30														A	19.7	32	1651	1749	754	397	836	331	565	527	394	230	633	254	446	438	316	155	156	63	124	85
10.30 - 11.00														A	18.3	33	1534	1664	760	401	849	342	545	500	392	260	612	246	422	432	298	155	132	60	71	43

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. % (0,000)	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												
										TOTAL					18-34					18-49				
										TOTAL					18-34					18-49				
										TOTAL					18-34					18-49				
										TOTAL					18-34					18-49				
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										TOTAL					18-34					18-49				
										TOTAL					18-34					18-49				

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																				
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
															TOTAL	18-34	WOMEN 18-25			35-55+		TOTAL	18-34	WOMEN 18-25			35-55+		TOTAL FEM.	TOTAL 6-11							
																		49	54	64	55+				49	54	64	55+									
LATE FRINGE CONT'D																																					
LATE MOVIE [-CONT'D																																					
1 TUE. 11.30P 71																																					
1 WED. 11.30P 72																																					
1 FRI. 11.30P 78																																					
2 TU & W 11.30P 71																																					
2 FRI. 11.30P 77																																					
11.30 - 12.00															A	6.3	18	528	1195	605	296	675	191	376	383	367	234	414	146	249	265	207	126	65^	27^	41^	23^
12.00 - 12.30															A	6.0	22	503	1111	545	280	624	168	345	362	337	219	385	151	221	225	174	122	65^	32^	37^	22^
12.30 - 1.00															A	5.6	26	469	1098	504	275	564	134	298	317	321	211	426	183	245	241	175	141	91^	60^	17^	13^
LATE MOVIE II															A	4.4	27	369	1051	484	250	539	134^	285	320	308	192	461	198	293	308	216	112^	35^	13^	16^	13^
1 MON. 12.40A 48 CBS FF 10 167 167															B	4.4	27	369	1051	484	250	539	134	285	320	308	192	461	198	293	308	216	112^	35	13	16	13
1 TUE. 12.41A 48																																					
1 WED. 12.42A 45																																					
1 THU. 12.40A 50																																					
1 FRI. 12.48A 41																																					
2 MON. 12.40A 52																																					
2 TUE. 12.41A 53																																					
2 WED. 12.41A 47																																					
2 THU. 12.40A 47																																					
2 FRI. 12.47A 42																																					
12.30 - 1.00															A	4.7	25	394	1046	516	266	559	130^	292	333	327	211	434	183	258	276	195	117^	33^	LT	LT	LT
1.00 - 1.30															A	4.2	28	352	1071	472	236	523	136^	284	316	299	179	485	210	318	336	232	110^	40^	14^	23^	17^
NBC LATE NIGHT MOVIE															A	1.3	5	109	1064^	384^	101^	513^	220^	330^	266^	257^	137^	551^	285^	405^	266^	220^	146^	LT	LT	LT	LT
1 SUN. 11.30P 44 NBC FF 48 63 68															B	1.6	5	134																			
2 SUN. 11.53P 44																																					
11.30 - 12.00															A	1.4	4	117	675^	240^	103^	308^	77^	197^	171^	154^	94^	367^	145^	239^	137^	171^	128^	LT	LT	LT	LT
12.00 - 12.30															A	1.3	5	109	1339	468^	92^	614^	330^	422^	322^	284^	146^	725^	440^	578^	395^	248^	147^	LT	LT	LT	LT
12.30 - 1.00															A	1.2	6	101	921^	495^	159^	693^	199^	357^	277^	494^	217^	228^	LT	109^	109^	228^	119^	LT	LT	LT	LT
NBC NEWS OVERNIGHT-M-F															A	1.5	14	126	849	365^	111^	405^	151^	326^	254^	214^	72^	436^	238^	317^	317^	150^	79^	LT	LT	LT	LT
1 MTUTH 1.30A 45 NBC N 238 143 145															B	1.5	14	126																			
1 WED. 1.30A 43																																					
1 FRI. 2.00A 46																																					
2 M & TU 1.30A 44																																					
2 WED. 1.30A 45																																					
2 THU. 1.30A 46																																					
2 FRI. 2.00A 44																																					
1.30 - 2.00															A	1.5	14	126	952	413^	159^	492	175^	381^	325^	262^	95^	444^	214^	309^	341^	175^	87^	LT	LT	LT	LT
2.00 - 2.30															A	1.4	14	117	906	410^	94^	410^	145^	333^	248^	231^	68^	487	300^	368^	342^	136^	85^	LT	LT	LT	LT
2.30 - 3.00															A	1.2	13	101	525^	218^	LT	218^	99^	188^	89^	119^	LT	307^	198^	268^	179^	70^	LT	LT	LT	LT	
SATURDAY NIGHT															A	5.5	20	461	1275	533	309	622	329	492	301	231^	119^	394	197^	269	249^	162^	87^	224^	143^	35^	30^
1 SAT. 12.40A 80 NBC GV 43 199 201															B	7.0	21	587																			
2 SAT. 11.30P 81																																					
11.30 - 12.00															A	7.8	21	654	1401	538	264^	639	252^	451	341^	335^	165^	416	186^	286^	276^	212^	95^	272^	191^	74^	58^
12.00 - 12.30															A	6.6	21	553	1241	459	217^	574	324^	446	268^	190^	128^	369^	205^	205^	229^	130^	107^	265^	211^	33^	33^
12.30 - 1.00															A	5.2	19	436	1312	510	322	643	362	509	276	205^	119^	469	235^	340	275	195^	99^	177^	121^	23^	23^
1.00 - 1.30															A	4.2	18	352	1202	662	557^	682	457^	617^	316^	160^	65^	420^	204^	340^	301^	176^	40^	100^	LT	LT	LT
1.30 - 2.00															A	3.6	20	302	1099	570^	281^	599^	305^	517^	311^	212^	82^	235^	162^	162^	125^	23^	50^	265^	129^	LT	LT
TONIGHT SHOW															A	6.2	20	520	1333	682	255	748	234	427	337	370	292	508	180	329	273	252	158	46^	36^	31^	21^
M-F 11.30P 60 NBC GV 239 202 203															B	6.7	22	561																			
CONT'D																																					

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
															TOTAL	18-34	WOMEN 18-49 25-34			35-64 55+		TOTAL	18-34	MEN 18-49 25-34			35-64 55+		TOTAL	6-11								
LATE FRINGE CONT'D															A	6.9	20	578	1355	686	249	739	205	395	331	384	311	520	183	329	273	256	166	57^	43^	39^	27^	
TONIGHT SHOW-CONT'D															A	5.5	20	461	1291	679	257	755	267	467	341	354	265	482	172	324	266	241	143	34^	28v	20v	14v	
11.30 - 12.00																																						
12.00 - 12.30																																						
WEEKDAY DAYTIME																																						
ABC AFTERSCHOOL SPECIAL(S)															197	A	6.8	18	570	1356	530	177^	703	341^	490	320^	227^	206^	244^	90v	172^	120^	125^	65v	201^	123^	208^	94v
2 WED. 4.30P 60 ABC FV															98																							
4.30 - 5.00															A	6.7	19	561	1328	522	187^	704	362^	504	324^	209^	200^	221^	91v	147^	102v	108^	62v	172^	87v	231^	95v	
5.00 - 5.30															A	6.9	18	578	1362	531	164^	693	320^	472	312^	238^	208^	258^	89v	192^	129^	137^	66v	224^	156^	187^	95v	
ABC DAYTIME NEWSBRIEF-M-F															237	A	7.4	26	620	1311	887	280	995	577	804	550	353	158	221	109	152	126	86^	55^	27^	20v	68^	11v
M-F 1.57P 2 ABC N															95	B	8.3	27	696																			
ABC WORLD NEWS-MORN-645A															170	A	1.9	16	159	1421	585	320^	591	138^	320^	364	339^	183^	528	240^	339^	289^	156^	163^	207^	120^	95^	51v
M-F 6.45A 15 ABC N															89	B	1.8	16	151																			
ALL MY CHILDREN															238	A	8.1	28	679	1320	877	289	978	551	786	544	357	161	244	115	167	145	103	56^	32^	28^	66^	9v
M-F 1.00P 60 ABC DD															99	B	9.2	31	771																			
1.00 - 1.30															A	7.6	27	637	1312	878	282	974	546	780	534	357	164	247	113	165	146	108	61^	30^	29^	61^	LT	
1.30 - 2.00															A	8.5	30	712	1329	885	294	989	561	797	552	359	160	239	117	166	141	97	53^	32^	27^	69^	11v	
ANOTHER WORLD															238	A	5.4	20	453	1157	869	156	947	293	479	444	372	428	133	27v	55^	51^	68^	71^	22v	LT	55^	18v
M-F 2.00P 60 NBC DD															99	B	5.1	18	427																			
2.00 - 2.30															A	5.5	20	461	1154	853	151	929	289	471	438	362	419	156	37^	78^	64^	82^	72^	19v	LT	50^	11v	
2.30 - 3.00															A	5.3	20	444	1151	881	155	962	300	487	446	375	437	110^	15v	33^	40^	56^	70^	25v	11v	54^	20v	
AS THE WORLD TURNS															241	A	7.2	26	603	1235	834	139	918	235	382	368	429	444	245	86^	111	93^	88^	119	14v	12v	58^	18v
M-F 1.30P 60 CBS DD															99	B	7.6	26	637																			
1.30 - 2.00															A	7.0	24	587	1239	833	139	914	225	372	366	425	451	254	83^	110	96^	90^	124	10v	10v	61^	17v	
2.00 - 2.30															A	7.4	27	620	1210	832	133	916	242	389	366	431	437	228	83^	106	88^	86^	111	14v	10v	52^	16v	
CAPITOL															241	A	5.8	22	486	1169	805	131	886	241	387	313	411	426	200	67^	69^	53^	76^	115^	25v	17v	58^	23v
M-F 2.30P 30 CBS DD															96	B	5.9	21	494																			
CBS EARLY MORNING NEWS															234	A	1.4	17	117	752	436^	145^	436^	85v	146^	179^	171^	248^	316^	94v	154^	111v	154^	162^	LT	LT	LT	LT
M-F 6.30A 30 CBS N															89	B	1.2	15	101																			
CBS MORNING NEWS 1															234	A	3.7	20	310	1155	648	158^	674	68^	197	235	268	426	429	93^	190	190	194	216	29v	LT	23v	19v
M-F 7.30A 30 CBS N															99	B	3.4	18	285																			
CBS MORNING NEWS 2															234	A	3.5	18	293	1167	714	187^	727	75^	240	249	324	440	378	96^	205	188^	187^	159^	27v	20v	35v	24v
M-F 8.30A 30 CBS N															99	B	3.4	16	285																			
CHILD'S PLAY															237	A	3.5	18	293	1205	751	174^	823	242^	378^	280^	259^	410	222^	62v	86v	86v	37v	130^	51v	51v	109^	20v
1 M-F 10.30A 30 CBS QP															86	B	4.2	19	352																			
DAYS OF OUR LIVES															239	A	6.7	24	561	1310	848	171	941	304	482	442	376	410	269	96^	145	88^	114	119	32^	16v	68^	14v
M-F 1.00P 60 NBC DD															99	B	5.9	20	494																			
1.00 - 1.30															A	6.4	23	536	1291	838	171	935	297	466	423	372	419	274	97^	142	84^	112	129	26v	11v	56^	LT	
1.30 - 2.00															A	7.0	24	587	1303	850	168	935	306	490	452	375	401	258	95^	145	88^	112	107	36^	19v	74^	18v	
DIFF'RENT STROKES M-F															55	A	3.6	18	302	1328	660	133^	782	288	477	401	352	248	302	89^	182^	139^	129^	110^	92^	79^	152^	23v
M-F 10.00A 30 NBC CS															85	B	5.1	22	427																			
DREAM HOUSE															108	A	4.7	21	394	1340	833	129^	905	287	434	389	332	417	244	86^	116^	93^	84^	119^	47^	27v	144	18v
M-F 11.30A 30 NBC QG															95	B	4.6	19	385																			

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2ND SEP. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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																		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		TOTAL		18-34		WOMEN 18-49		25-34		35-64		55+		TOTAL		18-34		MEN 18-49		25-34		35-64		55+		TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														</

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK # DAY		START TIME	DUR	NET	PROD. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	WOMEN 18-25-35-64			MEN 18-25-35-64			55+	TOTAL	18-34	49	54	64	55+	TOTAL FEM.	TOTAL 6-11
WEEKEND DAYTIME CONT'D																														
CBS NFL FOOTBALL G-CONT'D																														
		4.30 - 5.00						A	12.9	31	1081	1457	400	156	425	143	245	221	198	157	904	365	573	530	384	264	53^	21^	75^	59^
		5.00 - 5.30						A	13.1	30	1098	1514	410	164	445	142	253	235	220	166	910	361	579	559	413	263	67^	17^	92^	83^
		5.30 - 6.00						A	14.4	33	1207	1511	405	176	443	157	257	210	204	165	882	352	562	541	403	249	76^	20^	110	99
		6.00 - 6.30						A	14.5	31	1215	1610	449	198	486	174	295	251	213	167	901	359	584	552	415	248	67^	26^	156	149
		6.30 - 7.00						A	14.7	30	1232	1627	438	191	497	161	275	237	213	201	902	339	565	551	428	269	53^	23^	175	165
		7.00 - 7.30						A	15.7	31	1316	1768	584	234	663	182	348	326	301	272	889	272	506	518	446	313	57^	13^	159	132
		7.30 - 8.00						A	15.7	28	1316	1733	534	227	672	149^	260	265	279	271	931	338	565	538	438	305	101^	25^	129^	72^
		8.00 - 8.30						A	14.8	26	1240	1705	661	363	598	186^	364	344	380	265	760	247	409	394	374	281	150^	82^	97^	42^
CBS NFL FOOTBALL-POST																														
1 SUN.		7.33P	4	CBS	SC	1	205	A	20.6	40	1726	1699	607	290	701	231	387	347	275	266	783	209	405	452	362	290	91^	33^	124^	110^
								B	20.6	40	1726	1699	607	290	701	231	387	347	275	266	783	209	405	452	362	290	91	33	124	110
CBS SPORTS SATURDAY																														
1 SAT.		4.12P	108	CBS	SA	1	176	A	6.2	16	520	1423	474	245^	504	230^	346^	239^	228^	129^	678	167^	364^	432^	407^	232^	69^	69^	172^	135^
		4.00 - 4.30						B	6.2	16	520	1423	474	245	504	230	346	239	228	129	678	167	364	432	407	232	69	69	172	135
		4.30 - 5.00						A	4.9	14	411	1798	731	226^	731	230^	622	502^	501^	109^	667	133^	344^	427^	383^	240^	98^	98^	302^	278^
		5.00 - 5.30						A	5.7																					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
WEEKEND DAYTIME CONT'D																																				
LITTLES						2	199	188	A	5.6	21	469	1744	209	145	228	99	151	139	129	77	80	42	42	LT	19	38	341	137	1095	680					
SAT.	10.30A	30	ABC	CA		99	94	B	5.6	21	469	1744	209	145	228	99	151	139	129	77	80	42	42	LT	19	38	341	137	1095	680						
MEET THE PRESS						45	138	157	A	2.0	7	168	1089	500	160	500	54	197	214	178	286	488	167	309	273	178	179	59	LT	42	30					
SUN.	12.00N	30	NBC	CC		86	90	B	3.0	11	251																									
MENUDO-8:25AM						2	183	182	A	3.3	21	277	1773	97	115	151	112	133	133	39	18	218	149	184	101	35	34	339	137	1065	686					
SAT.	8.25A	4	ABC	CN		93	93	B	3.3	21	277	1773	97	115	151	112	133	133	39	18	218	149	184	101	35	34	339	137	1065	686						
MENUDO-10:25AM						2	199	189	A	6.4	23	536	1644	158	139	186	118	135	108	68	45	69	60	60	32	9	9	332	178	1057	670					
SAT.	10.25A	4	ABC	CN		99	95	B	6.4	23	536	1644	158	139	186	118	135	108	68	45	69	60	60	32	9	9	332	178	1057	670						
MR. T						2	196	198	A	7.9	29	662	2292	477	154	495	266	435	293	194	60	358	186	266	199	133	76	445	230	994	552					
SAT.	11.00A	30	NBC	CA		95	97	B	7.9	29	662	2292	477	154	495	266	435	293	194	60	358	186	266	199	133	76	445	230	994	552						
MONCHICHIS						2	196	198	A	5.0	22	419	1527	80	48	115	32	98	85	83	17	101	60	60	60	41	41	247	104	1064	714					
SAT.	9.00A	30	ABC	CA		98	98	B	5.0	22	419	1527	80	48	115	32	98	85	83	17	101	60	60	60	41	41	247	104	1064	714						
NBC MAJOR LEAGUE BASEBALL						22	194	198	A	3.8	12	318	1374	470	113	480	53	144	125	254	327	644	139	290	324	317	291	73	38	177	138					
1 SAT.	2.17P	153	NBC	SE		95	98	B	5.8	13	486																									
2 SAT.	2.18P	166																																		
2.00 - 2.30								A	3.2	10	268	1347	436	134	451	53	168	137	301	272	637	160	312	354	336	272	83	22	176	119						
2.30 - 3.00								A	3.7	12	310	1355	407	74	432	23	145	152	290	280	581	128	290	322	278	240	123	45	219	168						
3.00 - 3.30								A	3.7	12	310	1377	428	96	428	54	135	110	220	293	668	146	288	339	361	286	68	39	213	162						
3.30 - 4.00								A	3.8	12	318	1381	436	94	436	40	110	97	224	317	730	122	314	405	412	309	58	38	157	127						
4.00 - 4.30								A	4.2	13	352	1386	534	142	534	71	171	156	259	343	631	130	279	274	287	322	68	42	153	139						
4.30 - 5.00								A	4.1	12	344	1410	529	134	529	66	151	125	250	367	643	158	315	314	302	285	69	50	169	146						
5.00 - 5.30								A	1.5	4	126	1000	556	126	603	214	214	40	190	389	397	103	103	56	103	294	LT	LT	LT	LT						
NBC SPORTS-30 ROCK						22	192	198	A	3.3	11	277	1274	416	83	434	69	195	181	242	223	463	109	235	224	263	221	114	46	263	119					
1 SAT.	2.00P	17	NBC	SC		95	97	B	4.3	16	360																									
2 SAT.	2.00P	18																																		
NCAA FOOTBALL PRE						2	202	208	A	5.0	17	419	1279	284	91	284	87	151	140	119	125	604	279	366	313	230	186	131	54	260	158					
1 SAT.	3.30P	18	ABC	SC		98	99	B	5.0	17	419	1279	284	91	284	87	151	140	119	125	604	279	366	313	230	186	131	54	260	158						
2 SAT.	12.00N	30																																		
NCAA FOOTBALL GAME						2	204	206	A	8.2	24	687	1259	331	135	333	103	180	190	151	129	721	230	391	392	333	264	70	36	135	88					
1 SAT.	3.48P	193	ABC	SE		98	99	B	8.2	24	687	1259	331	135	333	103	180	190	151	129	721	230	391	392	333	264	70	36	135	88						
2 SAT.	12.30P	210																																		
12.30 - 1.00								A	5.6	21	469	1198	298	98	298	33	79	94	112	204	584	213	254	354	241	219	128	83	188	149						
1.00 - 1.30								A	7.0	25	587	1208	316	104	316	61	111	135	146	181	646	262	294	298	249	261	106	65	140	97						
1.30 - 2.00								A	7.6	27	637	1281	381	164	381	105	167	187	178	181	604	227	298	286	265	243	77	45	219	144						
2.00 - 2.30								A	6.9	24	578	1166	368	210	368	123	203	222	171	122	620	210	309	304	280	246	64	31	114	67						
2.30 - 3.00								A	7.4	25	620	1173	348	203	348	145	213	214	151	100	717	176	354	377	386	283	45	20	63	28						
3.00 - 3.30								A	8.2	27	687	1041	269	147	269	105	133	149	112	93	755	169	341	383	463	306	17	LT	LT	LT						
3.30 - 4.00								A	7.0	22	587	1193	334	141	333	118	162	173	139	121	740	192	389	376	424	277	66	39	54	41						
4.00 - 4.30								A	7.7	22	645	1163	261	137	301	125	173	147	107	114	723	269	445	391	282	259	65	44	74	40						
4.30 - 5.00								A	9.4	25	788	1090	231	70	231	72	126	138	101	93	756	272	457	407	312	250	56	34	47	28						
5.00 - 5.30								A	10.3	27	863	1278	319	156	319	74	198	214	178	105	730	234	433	428	336	241	79	50	150	100						
5.30 - 6.00								A	9.4	24	788	1359	327	156	327	100	205	219	159	108	778	258	462	468	345	259	72	36	182	95						
6.00 - 6.30								A	10.7	26	897	1450	372	90	372	111	225	240	171	132	791	240	454	471	351	280	66	19	221	142						
6.30 - 7.00								A	10.4	24	872	1494	402	89	402	138	236	248	170	154	752	232	421	441	315	266	81	30	259	180						
NCAA FOOTBALL POST						1	202		A	4.6	15	385	1091	412	132	412	155	226	182	197	130	525	159	203	158	262	273	112	76	42	42					
2 SAT.	4.00P	9	ABC	SC		99		B	4.6	15	385	1091	412	132	412	155	226	182	197	130	525	159	203	158	262	273	112	76	42	42						

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-24		25-34	35-44	45-54	55+	TOTAL	18-34	MEN 18-24		25-34	35-44	45-54	55+	TOTAL FEM.	TOTAL 6-11		
WEEKEND DAYTIME CONT'D																																	
NCAA TODAY-CBS						2	198	197	A	3.6	12	302	1510	441	229	451	265	324	255	106	116	656	236	402	322	297	195	58	16	345	149		
1	SAT.	12.00N	30	CBS	SC	99	99	B	3.6	12	302	1510	441	229	451	265	324	255	106	116	656	236	402	322	297	195	58	16	345	149			
2	SAT.	3.30P	10																														
NCAA FOOTBALL-CBS						2	198	199	A	8.6	25	721	1358	381	206	426	140	225	194	163	187	742	219	414	376	343	287	74	36	116	78		
1	SAT.	12.30P	204	CBS	SE	99	99	B	8.6	25	721	1358	381	206	426	140	225	194	163	187	742	219	414	376	343	287	74	36	116	78			
2	SAT.	3.40P	196																														
		12.30 - 1.00						A	5.4	18	453	1302	499	254	499	309	347	145	82	152	573	172	289	262	232	238	86	17	144	20			
		1.00 - 1.30						A	8.1	25	679	1318	391	105	391	115	152	119	178	224	758	166	344	348	308	365	92	17	77	21			
		1.30 - 2.00						A	9.1	28	763	1246	417	150	453	53	148	153	194	283	770	213	344	346	278	371	17	17	23	17			
		2.00 - 2.30						A	8.4	25	704	1368	460	201	494	114	211	198	191	263	699	183	326	295	244	338	44	44	131	62			
		2.30 - 3.00						A	8.4	25	704	1386	380	196	412	79	200	176	165	212	708	179	297	286	229	364	68	68	198	146			
		3.00 - 3.30						A	9.0	26	754	1361	323	210	323	87	195	170	153	128	785	182	365	390	281	360	90	90	163	137			
		3.30 - 4.00						A	6.7	20	561	1426	355	259	364	165	287	260	169	70	770	222	420	392	334	286	39	39	253	202			
		4.00 - 4.30						A	6.7	21	561	1378	366	257	403	233	299	225	121	90	790	275	488	343	423	272	85	25	100	78			
		4.30 - 5.00						A	7.6	23	637	1333	323	257	422																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
												18- 34		18- 49	25- 54	35- 64	55+ 65+	TOTAL	18- 34	18- 49	25- 54					35- 64	55+ 65+								
WEEKEND DAYTIME CONT'D																																			
ONE TO GROW ON-10:28AM										2	205	208	A	8.3	31	696	1818	348	181	368	211	328	199	117	40	220	180	200	97	31	9	278	91	952	583
SAT. 10.28A 2 NBC CN										99	99	B	8.3	31	696	1818	348	181	368	211	328	199	117	40	220	180	200	97	31	9	278	91	952	583	
ONE TO GROW ON-10:58AM										2	189	193	A	7.3	27	612	1971	380	136	404	221	334	215	128	70	245	164	190	127	40	41	276	142	1046	648
SAT. 10.58A 2 NBC CN										91	94	B	7.3	27	612	1971	380	136	404	221	334	215	128	70	245	164	190	127	40	41	276	142	1046	648	
PAC-MAN										2	200	199	A	5.7	23	478	1494	85	43	112	42	112	112	70	LT	74	54	54	54	20	20	181	87	1127	764
SAT. 9.30A 30 ABC CA										99	99	B	5.7	23	478	1494	85	43	112	42	112	112	70	LT	74	54	54	54	20	20	181	87	1127	764	
PUPPY-FURTHER ADVENTURES										2	196	183	A	5.7	21	478	1768	363	210	402	259	333	219	113	69	115	82	82	LT	23	33	263	138	988	539
SAT. 11.00A 30 ABC CA										96	89	B	5.7	21	478	1768	363	210	402	259	333	219	113	69	115	82	82	LT	23	33	263	138	988	539	
RASCALS/RICHIE RICH										2	195	195	A	4.2	22	352	1710	122	57	159	59	142	142	100	17	235	163	214	99	63	21	260	83	1056	716
SAT. 8.30A 30 ABC CA										98	98	B	4.2	22	352	1710	122	57	159	59	142	142	100	17	235	163	214	99	63	21	260	83	1056	716	
RUBIK, THE AMAZING CUBE										2	200	189	A	6.9	25	578	1784	182	130	206	127	166	141	79	32	75	66	66	34	9	9	367	182	1136	756
SAT. 10.00A 30 ABC CA										99	95	B	6.9	25	578	1784	182	130	206	127	166	141	79	32	75	66	66	34	9	9	367	182	1136	756	
SATURDAY SUPERCAR										2	188	188	A	5.7	27	478	1799	131	66	137	63	93	93	66	44	232	137	220	171	90	12	288	33	1142	818
SAT. 8.30A 60 CBS CA										92	94	B	5.7	27	478	1799	131	66	137	63	93	93	66	44	232	137	220	171	90	12	288	33	1142	818	
8.30 - 9.00												A	5.3	27	444	1782	117	59	117	43	82	82	64	35	244	109	217	194	126	27	263	31	1158	841	
9.00 - 9.30												A	6.1	27	511	1802	135	67	146	78	101	101	68	45	219	162	219	147	57	LT	309	31	1128	796	
SCHOOLHOUSE ROCK-11:55AM										2	196	183	A	5.4	20	453	1918	371	205	399	295	374	236	86	18	123	50	50	LT	38	63	267	137	1129	646
SAT. 11.55A 4 ABC CN										96	89	B	5.4	20	453	1918	371	205	399	295	374	236	86	18	123	50	50	LT	38	63	267	137	1129	646	
SCOOBY & SCRAPPY DOO SHOW																																			
SAT. 11.30A 30 ABC CA										2	196	183	A	6.1	22	511	1957	396	201	423	309	400	244	96	18	117	64	64	LT	28	49	296	147	1121	657
SAT. 11.30A 30 ABC CA										96	89	B	6.1	22	511	1957	396	201	423	309	400	244	96	18	117	64	64	LT	28	49	296	147	1121	657	
SHIRT TALES																																			
SAT. 8.30A 30 NBC CA										2	195	200	A	4.2	22	352	1247	150	94	153	97	122	105	45	31	162	124	124	91	38	38	86	68	846	500
SAT. 8.30A 30 NBC CA										96	96	B	4.2	22	352	1247	150	94	153	97	122	105	45	31	162	124	124	91	38	38	86	68	846	500	
SMURFS I																																			
SAT. 9.00A 30 NBC CA										2	205	208	A	5.7	25	478	1713	243	99	243	165	201	112	46	42	235	180	235	172	55	LT	297	146	938	477
SAT. 9.00A 30 NBC CA										99	99	B	5.7	25	478	1713	243	99	243	165	201	112	46	42	235	180	235	172	55	LT	297	146	938	477	
SMURFS II																																			
SAT. 9.30A 30 NBC CA										2	205	207	A	7.1	28	595	1787	314	133	322	206	290	158	87	32	220	130	202	154	79	11	256	122	989	514
SAT. 9.30A 30 NBC CA										99	99	B	7.1	28	595	1787	314	133	322	206	290	158	87	32	220	130	202	154	79	11	256	122	989	514	
SMURFS III																																			
SAT. 10.00A 30 NBC CA										2	205	208	A	8.0	30	670	1858	369	195	388	223	355	212	132	33	206	171	184	83	24	11	283	103	981	585
SAT. 10.00A 30 NBC CA										99	99	B	8.0	30	670	1858	369	195	388	223	355	212	132	33	206	171	184	83	24	11	283	103	981	585	
SPIDERMAN/HULK 1																																			
SAT. 11.30A 30 NBC CA										2	166	149	A	5.0	18	419	1933	364	174	371	240	335	153	126	36	344	162	232	164	140	91	366	124	852	477
SAT. 11.30A 30 NBC CA										85	72	B	5.0	18	419	1933	364	174	371	240	335	153	126	36	344	162	232	164	140	91	366	124	852	477	
SPIDERMAN/HULK 2																																			
SAT. 12.00N 30 NBC CA										2	164	146	A	5.1	18	427	1836	292	157	316	202	229	101	92	87	263	133	155	82	82	94	255	98	1002	576
SAT. 12.00N 30 NBC CA										84	70	B	5.1	18	427	1836	292	157	316	202	229	101	92	87	263	133	155	82	82	94	255	98	1002	576	
SPORTSBEAT																																			
1 SAT. 3.00P 30 ABC SC										25	161	A	2.9	8	243	1185	292	41	312	127	149	128	22	163	696	230	461	481	371	170	LT	LT	164	141	
1 SAT. 3.00P 30 ABC SC										84		B	2.7	8	226																				
SUNDAY MORNING																																			
SUN. 9.00A 90 CBS N										48	169	169	A	4.0	19	335	1119	509	253	513	27	191	209	304	301	533	172	331	316	295	188	25	LT	48	39
SUN. 9.00A 90 CBS N										93	93	B	4.5	21	377																				
9.00 - 9.30												A	3.2	18	268	1090	564	258	564	26	201	216	324	348	456	146	270	258	262	171	40	LT	30	30	
9.30 - 10.00												A	4.4	21	369	1133	558	281	558	44	209	225	313	333	537	206	348	320	266	179	LT	LT	38	38	
10.00 - 10.30												A	4.4	19	369	1103	421	226	421	LT	166	184	277	229	580	162	360	352	342	204	32	32	70	49	
THIS WEEK-DAVID BRINKLEY																																			
CONT'D										47	173	174	A	3.1	11	260	1135	385	103	392	34	50	72	169	320	597	85	320	296	369	277	100	62	46	27

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
WK # DAY		START TIME		DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
																TOTAL	18-34	WOMEN 18-25-35-55+			TOTAL	18-34	MEN 18-25-35-55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WEEKEND DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W	TOTAL AUDIENCE (Households (000) & %)	{		14,410 17.2				28,990 34.6											
	ABC TV			THAT'S INCREDIBLE SPEC. (SD)						NFL MONDAY NIGHT FOOTBALL SAN DIEGO VS KANSAS CITY (9:00-12:00MD)(-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{		9,470 11.3		10.8*		11.8*		13,580 16.2		15.5*		17.3*		18.5*		16.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		19 10.4		18 *		19 *		28 14.7		25 *		27 *		29 *		27 *	
E	TOTAL AUDIENCE (Households (000) & %)	{		10,980 13.1		10,730 12.8		18,520 22.1		17,180 20.5		19,020 22.7							
	CBS TV			NO MAN'S VALLEY (R)(SD)		SQUARE PEGS (R)(SD)		M*A*S*H (R)		NEWHART (R)		CAGNEY & LACEY (R)							
	AVERAGE AUDIENCE (Households (000) & %)	{		9,220 11.0		8,970 10.7		15,340 18.3		15,420 18.4		14,160 16.9		17.2*		16.6*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		18 10.9		17 11.2		28 17.1		28 19.4		28 18.2		27 *		29 *			
1	TOTAL AUDIENCE (Households (000) & %)	{		21,790 26.0		22,960 27.4													
	NBC TV			NBC'S ALL-STAR HAPPY HOUR (SD)		NBC MONDAY NIGHT MOVIES BEULAH LAND, PART 2(R) (SD)													
	AVERAGE AUDIENCE (Households (000) & %)	{		15,500 18.5		17.0*		19.9*		15,340 18.3		17.7*		18.4*		19.1*		18.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		30 16.5		28 *		32 *		29 17.6		27 *		28 *		31 *		31 *	
W	TOTAL AUDIENCE (Households (000) & %)	{		15,250 18.2		28,160 33.6													
	ABC TV			THAT'S INCREDIBLE (SD)		NFL MONDAY NIGHT FOOTBALL MIAMI VS LOS ANGELES RAIDERS (9:00-12:05AM)(-OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{		10,640 12.7		11.7*		13.6*		13,320 15.9		15.6*		17.3*		17.5*		17.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		20 11.3		19 *		21 *		27 15.0		24 *		26 *		26 *		27 *	
E	TOTAL AUDIENCE (Households (000) & %)	{		28,410 33.9		14,160 16.9													
	CBS TV			M*A*S*H SPECIAL (R)(SD)		NEWHART (R)													
	AVERAGE AUDIENCE (Households (000) & %)	{		16,420 19.6		16.9*		18.1*		20.3*		21.1*		21.5*		12,150 14.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		30 16.2		27 *		28 *		30 *		32 *		33 *		24			
2	TOTAL AUDIENCE (Households (000) & %)	{		20,870 24.9		21,030 25.1													
	NBC TV			BOB HOPE SALUTES NASA (SD)		GEORGE BURNS-80 YRS-SHOWBZ													
	AVERAGE AUDIENCE (Households (000) & %)	{		12,820 15.3		14.8*		15.5*		13,830 16.5		15.0*		16.8*		17.7*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		24 14.4		24 *		24 *		23 *		26		26 *		30 *			
TV HOUSEHOLDS USING TV		WK. 1	53.3	54.8	56.4	57.7	58.6	61.1	62.2	63.6	64.7	65.1	65.5	65.1	63.1	62.2	59.9	55.9	
(See Def. 1)		WK. 2	55.2	56.9	57.7	58.8	60.9	63.1	64.8	66.1	66.8	67.5	66.9	66.9	66.6	65.0	60.9	57.8	
U.S. TV Households: 83,800,000																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.13, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1		TOTAL AUDIENCE (Households (000) & %)					10,310 12.3		11,230 13.4		18,440 22.0		17,930 21.4		18,100 21.6			
		ABC TV					HAPPY DAYS (R)		JOANIE LOVES CHACHI (R)		THREE'S COMPANY (R)		9-11-5 (R),(SD)		HART TO HART (R)			
		AVERAGE AUDIENCE (Households (000) & %)					8,720 10.4		9,890 11.8		16,510 19.7		16,090 19.2		13,580 16.2		16.4*	16.0*
		SHARE OF AUDIENCE %					18		19		31		30		28		28 *	29 *
W E E K 2		AVG. AUD. BY ¼ HR.					10.0	10.7	11.0	12.6	18.6	20.7	19.3	19.0	16.2	16.5	15.9	16.1
		TOTAL AUDIENCE (Households (000) & %)					19,530 23.3											
		CBS TV																
		AVERAGE AUDIENCE (Households (000) & %)					8,460 10.1	10.5*		10.1*		10.0*		10.1*		10.1*		9.9*
W E E K 3		SHARE OF AUDIENCE %					17	18 *		17 *		16 *		16 *		17 *		18 *
		AVG. AUD. BY ¼ HR.					10.5	10.5	10.3	9.9	10.0	9.9	10.2	10.0	10.0	10.3	10.0	9.9
		TOTAL AUDIENCE (Households (000) & %)					23,300 27.8				22,790 27.2							
		NBC TV																
W E E K 4		AVERAGE AUDIENCE (Households (000) & %)					17,770 21.2	19.2*		23.1*		19.1	17.1*		18.8*		20.4*	20.1*
		SHARE OF AUDIENCE %					36	33 *		38 *		32	27 *		30 *		34 *	36 *
		AVG. AUD. BY ¼ HR.					18.3	20.1	22.8	23.4	17.2	17.1	18.3	19.3	20.4	20.4	20.6	19.4
		TOTAL AUDIENCE (Households (000) & %)					14,830 17.7		27,400 32.7									
W E E K 5		ABC TV					JUST OUR LUCK											
		AVERAGE AUDIENCE (Households (000) & %)					12,320 14.7		15,170 18.1									
		SHARE OF AUDIENCE %					24		29									
		AVG. AUD. BY ¼ HR.					14.2	15.2	15.6	17.7	19.5	19.3	19.2	19.0	18.6	18.5	18.1	15.3
W E E K 6		TOTAL AUDIENCE (Households (000) & %)					11,650 13.9				17,260 20.6							
		CBS TV																
		AVERAGE AUDIENCE (Households (000) & %)					6,870 8.2	8.5*		7.8*		10,810 12.9	11.7*		13.6*		13.3*	12.9*
		SHARE OF AUDIENCE %					13	14 *		12 *		21	18 *		21 *		22 *	23 *
W E E K 7		AVG. AUD. BY ¼ HR.					9.0	8.0	7.6	8.1	11.0	12.3	13.4	13.8	13.4	13.3	13.0	12.8
		TOTAL AUDIENCE (Households (000) & %)					27,070 32.3				25,310 30.2							
		NBC TV																
		AVERAGE AUDIENCE (Households (000) & %)					21,290 25.4	23.8*		26.9*		16,840 20.1	21.3*		21.0*		19.7*	18.3*
W E E K 8		SHARE OF AUDIENCE %					40	39 *		42 *		32	33 *		32 *		32 *	33 *
		AVG. AUD. BY ¼ HR.					22.6	25.1	27.6	26.2	21.4	21.2	21.1	21.0	20.1	19.2	19.0	17.6
		TOTAL AUDIENCE (Households (000) & %)																
		U.S. TV Households: 83,000,000																

U.S. TV Households: 83,000,000

For explanation of symbols, See page A.

EVE.TUE. SEPT.20, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,100 20.4					16,930 20.2					14,330 17.1			
	ABC TV					FALL GUY (R)				TWO MARRIAGES (SD)				DYNASTY (R)					
	AVERAGE AUDIENCE (Households (000) & %)					12,400 14.8	13.4*		16.1*	13.9	13.3*		14.5*	11,150 13.3	13.0*		13.6*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 12.3	25 *		28 *	23 13.4	22 *		24 *	24 12.7	23 *		25 *		
1	TOTAL AUDIENCE (Households (000) & %)					8,630 10.3	9,390 11.2				20,530 24.5								
	CBS TV					SATURDAY MORNING PREVIEW		BUGS BUNNY'S MAD WORLD-TV (R)(SD)		CBS WEDNESDAY NIGHT MOVIE MAID IN AMERICA(R)									
	AVERAGE AUDIENCE (Households (000) & %)					7,370 8.8		7,790 9.3		12,570 15.0	12.6*		14.4*		16.3*		16.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 9.0		16 8.5		26 11.6	21 *		24 *		28 *		31 *		
2	TOTAL AUDIENCE (Households (000) & %)					21,120 25.2					12,740 15.2					13,160 15.7			
	NBC TV					REAL PEOPLE (SD)				FAMILY TIES (R)(SD)				ST. ELSEWHERE (R)					
	AVERAGE AUDIENCE (Households (000) & %)					12,230 14.6	13.1*		14.4*	16.4*	13.1		10,980 13.1	9,890 11.8	12.1*		11.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 12.6	24 *		25 *	27 *	22		22	21	21 *		21 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,120 26.4					28,070 33.5								
	ABC TV					FALL GUY				HOTEL (9:00-10:58PM)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)					17,010 20.3	18.8*		21.9*	19,860 23.7	22.4*		23.4*		24.7*		24.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 18.2	31 *		35 *	38 22.1	35 *		36 *		41 *		42 *		
1	TOTAL AUDIENCE (Households (000) & %)					9,470 11.3	8,720 10.4				16,840 20.1								
	CBS TV					ARCHIE BUNKER'S PLACE (R)		GLORIA (R)(SD)		CBS WEDNESDAY NIGHT MOVIE CATTLE ANNIE AND LITTLE BRITCHES									
	AVERAGE AUDIENCE (Households (000) & %)					8,300 9.9		7,290 8.7		8,970 10.7	9.7*		10.2*		11.5*		11.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 9.7		14 10.1		17 9.7	15 *		16 *		19 *		19 *		
2	TOTAL AUDIENCE (Households (000) & %)					18,520 22.1					20,360 24.3					13,990 16.7			
	NBC TV					REAL PEOPLE (SD)				FACTS OF LIFE				ST. ELSEWHERE (R)					
	AVERAGE AUDIENCE (Households (000) & %)					13,320 15.9	15.2*		16.7*	16,170 19.3	19.4*		19.2*	10,310 12.3	12.4*		12.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 14.5	25 *		27 *	30 19.0	30 *		30 *	21 13.0	20 *		21 *		
TV HOUSEHOLDS USING TV WK. 1		50.0	51.1	51.3	51.5	52.5	54.6	57.0	59.0	59.8	60.9	59.8	59.2	57.5	57.0	55.2	54.0		
(See Def. 1) WK. 2		55.0	56.5	57.8	58.5	59.4	61.0	62.2	63.8	64.6	64.8	64.3	64.4	61.6	60.1	58.5	56.3		
U.S. TV Households: \$3,800,000																			

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W	TOTAL AUDIENCE (Households (000) & %)						10,060 12.0	24,050 28.7										
	ABC TV						TOO CLOSE FOR COMFORT (R)(SD)		ABC NFL FOOTBALL SPCL CINCINNATI VS CLEVELAND (8:30-11:30PM) (SD)									
	AVERAGE AUDIENCE (Households (000) & %)						8,040 9.6	10,810 12.9	10.6*	13.3*	13.9*	14.5*	14.3*					
	SHARE OF AUDIENCE %						17	23	18 *	22 *	23 *	25 *	26 *					
E	AVG. AUD. BY ¼ HR. %						9.2	10.1	10.1	11.0	13.1	13.5	14.5	13.3	13.9	15.0	14.7	13.8
	TOTAL AUDIENCE (Households (000) & %)						22,460 26.8	MAGNUM, P.I. (R)(SD)		SIMON & SIMON (R)		KNOTS LANDING (R)						
	CBS TV						16,260											
	AVERAGE AUDIENCE (Households (000) & %)						19.4	17.7*	21.2*	19.5	19.1*	19.9*	13.6	13.8*	13.4*			
K	SHARE OF AUDIENCE %						33	31 *	34 *	31	30 *	31 *	25	24 *	26 *			
	AVG. AUD. BY ¼ HR. %						16.8	18.5	21.1	21.3	18.9	19.3	19.9	19.9	13.9	13.7	13.4	13.4
	TOTAL AUDIENCE (Households (000) & %)						11,980 14.3	13,580 16.2		16,760 20.0		15,000 17.9		20,030 23.9				
	NBC TV						GIMME A BREAK (R)		MAMA'S FAMILY (R)(SD)		WE GOT IT MADE		CHEERS (R)		HILL STREET BLUES (R)			
1	AVERAGE AUDIENCE (Households (000) & %)						10,220 12.2	11,560 13.8		14,830 17.7		13,320 15.9		15,250 18.2				
	SHARE OF AUDIENCE %						21	22		28		25		33				
	AVG. AUD. BY ¼ HR. %						11.7	12.8	13.2	14.4	17.6	17.8	15.7	16.0	17.6	18.6	18.4	18.3
	TOTAL AUDIENCE (Households (000) & %)						21,370 25.5	TRAUMA CENTER (SD)		20/20								
W	ABC TV						12,990					14,670						
	AVERAGE AUDIENCE (Households (000) & %)						15.5	13.8*	15.1*	16.2*	17.0*	17.5						
	SHARE OF AUDIENCE %						25	23 *	24 *	25 *	26 *	30						
	AVG. AUD. BY ¼ HR. %						13.6	13.9	14.8	15.4	16.4	15.9	17.1	16.9	17.4	17.5	17.9	17.1
E	TOTAL AUDIENCE (Households (000) & %)						21,030 25.1	MAGNUM, P.I. (R)(SD)		SIMON & SIMON (R)		KNOTS LANDING (R)						
	CBS TV						15,750											
	AVERAGE AUDIENCE (Households (000) & %)						18.8	17.7*	20.0*	17.8	17.5*	18.2*	11,820 14.1	14.5*	13.7*			
	SHARE OF AUDIENCE %						31	30 *	32 *	28	27 *	28 *	24	24 *	24 *	24 *		
K	AVG. AUD. BY ¼ HR. %						16.5	18.9	19.6	20.3	17.3	17.7	18.2	18.1	14.7	14.2	14.0	13.5
	TOTAL AUDIENCE (Households (000) & %)						14,750 17.6	13,830 16.5		16,510 19.7		14,580 17.4		17,770 21.2				
	NBC TV						GIMME A BREAK (R)		MAMA'S FAMILY (R)(SD)		WE GOT IT MADE		CHEERS (R)(SD)		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)						12,570 15.0	12,070 14.4		13,580 16.2		13,160 15.7		13,320 15.9				
2	SHARE OF AUDIENCE %						25	23		25		24		15.9*				
	AVG. AUD. BY ¼ HR. %						14.4	15.7	13.9	14.9	16.2	16.1	15.8	15.7	15.7	16.2	16.1	15.8
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	50.6	51.5	52.0	53.4	55.8	58.6	60.9	62.8	63.7	63.7	63.5	62.9	58.4	55.6	52.9	51.3
		WK. 2	52.8	55.3	55.9	57.6	58.7	60.0	60.7	62.9	63.5	64.0	64.5	64.2	60.0	59.3	58.1	54.8

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,000 17.9	BENSON		17,850 21.3	WEBSTER		19,690 23.5	LOTTERY (SD)		18,020 21.5	MATT HOUSTON		
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,240 15.8			16,090 19.2			15,590 18.6	18.3*		18.9*	17.7	17.0*	18.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 14.9	16.6	34 18.6	19.8	33 18.2	32* 18.5	19.1	18.7	34* 16.4	33 16.4	31* 17.6	35* 18.4	35* 18.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,000 17.9	DUKES OF HAZZARD (R)(SD)				21,960 26.2	CBS SPEC MOVIE PRSNT NY BODYGUARD(R)						
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,640 12.7	12.5*		12.9*	15.6	13.9*		14.6*		17.0*		17.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 11.9	23* 13.2	23* 12.9	23* 13.0	28 14.0	25* 13.9	14.3	26* 14.9		31* 16.8		32* 17.2	32* 17.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,470 11.3	1ST ANNUAL YUMMY AWARDS (SD)				11,900 14.2	FRI MOVIE OF-WEEK-NBC YOUNG FRANKENSTEIN(R) (SD)						
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					5,870 7.0	7.2*		6.9*	6.9	7.4*		7.1*		6.9*		6.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 7.6	13* 6.8		12* 7.0	13 7.5	13* 7.5	7.3	13* 7.0		13* 7.2		12* 6.5	12* 6.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,650 13.9	BENSON		13,410 16.0	WEBSTER		17,770 21.2	LOTTERY (SD)		15,340 18.3	MATT HOUSTON		
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,480 12.5			12,070 14.4			13,580 16.2	15.5*		16.8*	14.9	14.5*	15.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 11.9	25 13.0	25 13.9	26* 14.9	28 14.8	27* 16.1	17.2	29* 16.5	27* 16.5	27* 14.3	27* 14.7	29* 15.1	29* 15.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,670 18.7	DUKES OF HAZZARD (SD)				22,880 27.3	CBS SPECIAL MOVIE PRES BLAZING SADDLES(R)						
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,650 13.9	13.0*		14.9*	16.1	16.7*		16.0*		16.2*		15.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 12.7	24* 13.4	26* 14.5	26* 15.2	29 16.5	29* 16.8	16.0	28* 16.0		30* 16.3		29* 16.1	29* 16.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,990 16.7	MR. SMITH (SD)				18,600 22.2	FOR LOVE AND HONOR						
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,970 11.9	12.3*		11.6*	12.8	12.7*		12.7*		13.0*		12.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 11.8	23* 12.7		20* 11.7	23 12.5	22* 13.0	12.5	22* 12.9		24* 13.1		24* 12.9	24* 13.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	48.0	49.1	50.0	51.0	52.5	54.2	55.5	56.6	56.0	56.8	56.3	56.0	54.6	54.3	53.2	52.7
		WK. 2	48.9	49.7	50.0	51.2	52.8	54.8	55.9	57.6	57.4	58.6	58.7	57.4	55.0	54.5	54.3	53.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					17,430 20.6				21,200 25.3								
	ABC TV	(1)					LOVE BOAT SPECIAL						LOVE BOAT (R)(SD)						
	AVERAGE AUDIENCE (Households (000) & %)	{					12,150 14.5	14.0*		14.9*	12,490 14.9	14.4*		14.9*		15.0*		15.2*	
	SHARE OF AUDIENCE %	{					28	28 *		28 *	27	26 *		27 *		27 *		28 *	
	AVG. AUD. BY ¼ HR. %	{	8.8				13.7	14.4	14.9	14.9	13.9	14.9	15.0	14.9	15.0	15.1	15.1	15.3	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					11,480 13.7				13,830 16.5								
	CBS TV						WALT DISNEY BASEBALL FEVER (SD)						CBS SAT. NIGHT MOVIE SENIOR TRIP(R)						
	AVERAGE AUDIENCE (Households (000) & %)	{					7,370 8.8	8.5*		9.1*	6,790 8.1	8.1*		7.9*		8.2*		8.2*	
	SHARE OF AUDIENCE %	{					17	17 *		17 *	15	14 *		14 *		15 *		15 *	
	AVG. AUD. BY ¼ HR. %	{					8.6	8.3	9.0	9.2	8.0	8.2	7.7	8.0	8.4	7.9	8.3	8.0	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					8,550 10.2		8,300 9.9		18,100 21.6				28,320 33.8				
	NBC TV						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		TV CENSORED BLOOPERS #5 (R)			MISS AMERICA PAGEANT (10:00-12:00AM)					
	AVERAGE AUDIENCE (Households (000) & %)	{					6,960 8.3		7,290 8.7		13,740 16.4	16.0*		16.9*		17,180 20.5	18.6*	19.6*	
	SHARE OF AUDIENCE %	{					16		16		29	29 *		30 *		40	33 *	36 *	
	AVG. AUD. BY ¼ HR. %	{					7.6	9.0	8.2	9.1	15.4	16.5	17.0	16.8	17.8	19.3	19.4	19.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					15,250 18.2				22,710 27.1				18,770 22.4				
	ABC TV						T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)				FANTASY ISLAND (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					10,980 13.1	11.7*		14.4*	18,020 21.5	20.7*		22.4*		14,410 17.2	17.3*	17.1*	
	SHARE OF AUDIENCE %	{					24	22 *		26 *	38	36 *		39 *		33	32 *	34 *	
	AVG. AUD. BY ¼ HR. %	{					11.1	12.3	13.9	14.9	19.6	21.8	22.3	22.4	17.8	16.9	17.2	17.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					12,650 15.1				21,870 26.1								
	CBS TV	(2)					WALT DISNEY MICKEY AND DONALD (SD)						NCAA FOOTBALL SPECIAL NOTRE DAME VS MIAMI (9:00-12:30AM)						
	AVERAGE AUDIENCE (Households (000) & %)	{					8,800 10.5	9.8*		11.3*	8,460 10.1	11.1*		11.4*		12.0*		10.6*	
	SHARE OF AUDIENCE %	{					20	19 *		21 *	20	20 *		20 *		22 *		20 *	
	AVG. AUD. BY ¼ HR. %	{	<<				9.3	10.2	11.2	11.4	11.3	10.8	11.4	11.3	11.9	12.1	11.4	9.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					12,320 14.7		10,640 12.7		15,750 18.8								
	NBC TV						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		SAT MOVIE OF THE WEEK-NBC WILD HORSE HANK(R) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{					9,970 11.9		9,220 11.0		9,130 10.9	10.2*		10.1*		11.4*		11.8*	
	SHARE OF AUDIENCE %	{					23		20		20	18 *		18 *		21 *		23 *	
	AVG. AUD. BY ¼ HR. %	{					11.5	12.4	11.0	11.1	10.0	10.4	10.1	10.1	11.0	11.8	11.8	11.7	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	45.7	46.1	46.7	47.8	50.0	51.8	53.0	54.3	55.7	56.5	56.1	55.9	55.6	55.5	55.0	53.8
			WK. 2	46.0	46.6	48.0	50.1	51.7	53.9	54.2	54.9	56.7	57.2	57.6	56.6	54.5	53.7	51.8	50.2

U.S. TV Households: 83,800,000

(1) NCAA FOOTBALL GAME, ABC, (3:48-7:01PM)

A-13 (2) NCAA FOOTBALL-CBS, VARIOUS TEAMS AND TIMES, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SAT. SEPT.24, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,180 3.8 ABC WEEKEND REPORT- SAT.															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,020 3.6															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 7 3.6															
1	TOTAL AUDIENCE (Households (000) & %)	{ 7,040 8.4															
	NBC TV	<div>MISS AMERICA PAGEANT (12:00-12:00AM)</div> <div>SATURDAY NIGHT (12:40-2:00AM) (SUSTAINING 2:00-2:10AM)</div>															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,520 4.2 5.3* 4.2* 3.6*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 19 20* 18* 20* 6.0 5.0 4.3 4.0 3.6 3.6															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,190 5.0 ABC WEEKEND REPORT- SAT.															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,020 4.8															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 10 4.8															
2	TOTAL AUDIENCE (Households (000) & %)	{ 10,310 12.3															
	CBS TV	<div>NCAA FOOTBALL SPECIAL MOTRE DAME VS FIAM (9:00-12:30AM)</div>															
	AVERAGE AUDIENCE (Households (000) & %)	{ 8.6* 8.9* 8.1* 18* 22* 22*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 8.8 8.5 9.1 8.7 8.5 7.7															
2	TOTAL AUDIENCE (Households (000) & %)	{ 5,610 6.7 7.8* 6.6* 5.2* 21 21* 21* 20*															
	NBC TV	<div>SATURDAY NIGHT (11:30-12:51AM) (SUSTAINING 12:51-1:00AM)</div>															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7.9 7.6 7.2 6.0 5.2 5.3															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 7.9 7.6 7.2 6.0 5.2 5.3															
TV HOUSEHOLDS USING TV WK. 1		51.1	50.1	46.9	45.3	40.5	34.7	29.7	26.0	23.9	21.7	18.9	16.8	14.3	12.5	11.0	9.7
(See Def. 1) WK. 2		47.0	44.0	38.7	35.6	32.7	30.0	27.2	24.8	22.3	20.2	17.8	15.7	14.3	12.9	11.5	10.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 14,670 17.5		{ 24,130 28.8		{ 31,510 37.6		ABC SUNDAY NIGHT MOVIE HARDCASTLE AND MCCORMICK (9:00-10:53PM) (SD)																						
	ABC TV	RIPLEY'S BELIEVE IT-NOT (R) ——— LIFES-EMBARRASSING MOMENTS (SD) ———																												
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,800 10.5	{ 8.7* 16 *	{ 12.3* 22 *	{ 18,180 21.7	{ 19.3* 32 *	{ 24.1* 38 *	{ 26.7 43	{ 25.8* 40 *	{ 27.1* 42 *	{ 27.1* 44 *	{ 26.6* 47 *																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 19 7.9	{ 16* 9.5	{ 22* 11.4	{ 35 13.3	{ 32* 18.0	{ 38* 20.6	{ 43 23.6	{ 40* 24.7	{ 42* 26.9	{ 44* 27.3	{ 47* 26.7	{ 47* 27.5	{ 47* 27.3	{ 47* 27.3	{ 47* 27.3	{ 47* 27.3													
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 25,220 30.1		{ 15,000 17.9		{ 16,340 19.5		{ 17,100 20.4		{ 13,580 16.2		{ 15,670 18.7																		
	CBS TV	(1) (SD)(-OP) ——— 60 MINUTES (7:37-8:37PM) (OP)(-OP) ——— ALICE (8:37-9:07PM) (OP)(-OP) ——— ONE DAY AT A TIME (9:07-9:37PM) (R)(OP)(-OP) ——— JEFFERSONS (9:37-10:07PM) (R)(OP)(SD)(-OP) ——— GOODNIGHT, BEANTOWN (10:07-10:37PM) (R)(OP)(-OP) ——— TRAPPER JOHN, M.D. (10:37-11:37PM) (R)(OP)																												
	AVERAGE AUDIENCE (Households (000) & %)	{ 18,180 21.7	{ 22.6* 42 *	{ 21.5* 36 *	{ 13.8 22	{ 14,160 16.9	{ 15,000 17.9	{ 11,310 13.5	{ 10,810 12.9																					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 18.7 17.8	{ 21.8 23.2	{ 22.6 20.4	{ 12.6 13.2	{ 16.1 16.9	{ 17.0 18.3	{ 14.5 14.5	{ 13.1 11.8	{ 12.7 12.7																				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,720 10.4		{ 14,830 17.7		{ 17,850 21.3		BEST OF EVERYTHING (SD)																						
	NBC TV	FIRST CAMERA ——— KNIGHT RIDER (R)(SD) ———																												
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,030 6.0	{ 5.6* 11 *	{ 6.4* 12 *	{ 13.0 21	{ 12.0* 20 *	{ 14.0* 22 *	{ 8.9 14	{ 10.3* 16 *	{ 9.0* 14 *	{ 8.8* 14 *	{ 7.7* 14 *																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 5.5 5.5	{ 5.8 5.8	{ 6.3 6.5	{ 11.2 11.2	{ 12.8 12.8	{ 14.2 13.7	{ 10.7 10.7	{ 9.8 9.8	{ 9.2 9.2	{ 8.8 8.8	{ 7.6 7.6																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 16,010 19.1		{ 22,120 26.4		{ 27,490 32.8		ABC SUNDAY NIGHT MOVIE THUNDERBALL (R) (9:00-11:22PM) (SD)																						
	ABC TV	RIPLEY'S BELIEVE IT-NOT ——— HARDCASTLE & MCCORMICK (SD) ———																												
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,220 12.2	{ 11.1* 21	{ 13.2* 22 *	{ 20.7 33	{ 19.8* 32 *	{ 21.6* 33 *	{ 19.9 33	{ 19.4* 30 *	{ 20.6* 32 *	{ 20.8* 34 *	{ 19.8* 36 *																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 10.6 10.6	{ 11.6 11.6	{ 12.6 12.6	{ 13.8 13.8	{ 18.9 18.9	{ 20.8 20.8	{ 21.8 21.8	{ 20.2 20.2	{ 20.4 20.4	{ 20.9 20.9	{ 20.1 20.1	{ 19.4 19.4																	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 21,450 25.6		{ 14,670 17.5		{ 15,170 18.1		{ 14,580 17.4		{ 14,410 17.2																				
	CBS TV	CBS NFL FOOTBALL GAME 2 - VARIOUS TEAMS AND TIMES, MULTI-SEGMENT TELECAST (-OP) ——— 60 MINUTES (8:06-9:06PM) (OP)(-OP) ——— ONE DAY AT A TIME (9:06-9:36PM) (R)(OP)(-OP) ——— JEFFERSONS (9:36-10:06PM) (R)(OP)(SD)(-OP) ——— GOODNIGHT, BEANTOWN (10:06-10:36PM) (R)(OP)(-OP) ——— TRAPPER JOHN, M.D. (10:36-11:36PM) (R)(OP)																												
	AVERAGE AUDIENCE (Households (000) & %)	{ 15,250 18.2	{ 18.1* 29	{ 18.1* 28 *	{ 12,320 14.7	{ 12,740 15.2	{ 12,650 15.1	{ 10,810 12.9																						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 12.5 12.5	{ 13.8 13.8	{ 15.4 16.0	{ 17.8 17.8	{ 18.3 18.3	{ 17.5 18.7	{ 14.3 14.3	{ 14.9 14.9	{ 14.5 14.5	{ 15.1 15.1	{ 14.8 14.8	{ 15.3 15.3	{ 13.1 13.1	{ 12.7 12.7															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,640 12.7		{ 30,170 36.0		EMMY AWARDS (8:00-11:22PM) (SD)																								
	NBC TV	FIRST CAMERA ———																												
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,450 7.7	{ 7.1* 13 *	{ 8.3* 14 *	{ 18.0 30	{ 15.7* 25 *	{ 18.3* 28 *	{ 20.3* 31 *	{ 19.9* 30 *	{ 18.4* 30 *	{ 17.0* 31 *																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 6.9 6.9	{ 7.2 7.2	{ 7.9 7.9	{ 8.8 8.8	{ 15.3 15.3	{ 16.1 16.1	{ 18.1 18.1	{ 20.7 20.7	{ 19.9 19.9	{ 20.2 20.2	{ 19.6 19.6	{ 19.2 19.2	{ 17.6 17.6	{ 17.2 17.2	{ 16.8 16.8	{ 16.8 16.8													
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.4	53.3	54.2	56.2	59.3	61.4	63.0	63.7	64.0	65.5	65.2	65.1	62.9	60.5	58.0	52.7												
		WK. 2	53.7	56.0	57.8	59.8	61.2	63.0	64.7	65.5	64.9	65.6	65.7	64.9	61.9	59.5	56.7	54.4												

U.S. TV Households: 83,800,000

(1) CBS NFL FOOTBALL GAME 2, VARIOUS TEAMS AND TIMES, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W	TOTAL AUDIENCE (Households (000) & %)	{ 4,110 4.9																
	ABC TV	ABC WEEKEND REPORT-SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,850 4.6																
	SHARE OF AUDIENCE %	10																
	AVG. AUD. BY ¼ HR. %	4.6																
E	TOTAL AUDIENCE (Households (000) & %)	{ 4,190 5.0																
	CBS TV	TRAPPER JOHN, M.D. (10:37-11:37PM) (R)(-OP) CBS SUNDAY NEWS-OSGOOD (11:37-11:52PM) (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,940 4.7																
	SHARE OF AUDIENCE %	28 *																
	AVG. AUD. BY ¼ HR. %	13.5	12.9	4.9	4.6													
K	TOTAL AUDIENCE (Households (000) & %)	{ 1,680 2.0																
	NBC TV	NBC LATE NIGHT MOVIE FATHER MURPHY(R) (11:30-12:14AM) (SUSTAINING 12:14-1:30AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,170 1.4 1.4* 1.4*																
	SHARE OF AUDIENCE %	5 4 * 5 *																
	AVG. AUD. BY ¼ HR. %	1.3 1.5 1.4																
1	TOTAL AUDIENCE (Households (000) & %)	{ 3,100 3.7																
	ABC TV	ABC SUNDAY NIGHT MOVIE THUNDERBALL(R) (9:00-11:22PM) ABC WEEKEND REPORT-SUN. (11:34-11:49PM)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,930 3.5																
	SHARE OF AUDIENCE %	18.4* 36 *																
	AVG. AUD. BY ¼ HR. %	18.5	18.1	3.7	3.1													
W	TOTAL AUDIENCE (Households (000) & %)	{ 3,690 4.4																
	CBS TV	TRAPPER JOHN, M.D. (10:36-11:36PM) (R)(-OP) CBS SUNDAY NEWS-OSGOOD (11:36-11:51PM) (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,600 4.3																
	SHARE OF AUDIENCE %	12.9* 25 *																
	AVG. AUD. BY ¼ HR. %	12.7	13.1	4.4	4.1													
E	TOTAL AUDIENCE (Households (000) & %)	{ 1,590 1.9																
	NBC TV	EMMY AWARDS (8:00-11:22PM) NBC LATE NIGHT MOVIE PRISONER OF ZENDA(R) (11:53-12:37AM) (SUSTAINING 12:37-1:53AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,010 1.2 1.2* 1.2*																
	SHARE OF AUDIENCE %	15.5* 31 * 5 * 6 *																
	AVG. AUD. BY ¼ HR. %	16.4	13.6	1.4	1.2	1.1	1.2											
2	TV HOUSEHOLDS USING TV	WK. 1	47.1	42.3	35.0	30.1	26.3	23.6	20.9	18.5	16.4	14.5	11.3	9.5	8.2	7.4	6.9	6.5
	(See Def. 1)	WK. 2	52.0	47.3	39.4	32.4	28.5	22.8	20.1	18.3	15.7	13.7	11.6	10.0	8.4	7.2	6.3	5.6
U.S. TV Households: 83,800,000																		

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{		4,610 5.5					4,940 5.9								
	ABC TV			GOOD MORNING, AMERICA-730					GOOD MORNING, AMERICA-830								
	AVERAGE AUDIENCE (Households (000) & %)	{		3,690 4.4					4,110 4.9								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		24 4.3	{		{		26 4.9	{		{		{		{	
E	TOTAL AUDIENCE (Households (000) & %)	{		3,770 4.5					3,350 4.0					4,020 4.8			3,440 4.1
	CBS TV			CBS MORNING NEWS 1					CBS MORNING NEWS 2					\$25,000 PYRAMID			CHILD'S PLAY
	AVERAGE AUDIENCE (Households (000) & %)	{		3,100 3.7					2,770 3.3					3,350 4.0			2,930 3.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		20 3.7	{		{		18 3.2	{		{		20 3.8	{		18 3.3
1	TOTAL AUDIENCE (Households (000) & %)	{		3,440 4.1					3,940 4.7					3,690 4.4			4,270 5.1
	NBC TV			TODAY SHOW-7.30AM (CO-OP)	{		{		TODAY SHOW-8.30AM (CO-OP)	{		{		DIFF'RENT STROKES M-F			SALE OF THE CENTURY
	AVERAGE AUDIENCE (Households (000) & %)	{		2,770 3.3					3,180 3.8					3,100 3.7			3,520 4.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		18 3.3	{		{		20 3.8	{		{		18 3.5	{		21 4.1
W	TOTAL AUDIENCE (Households (000) & %)	{		4,860 5.8					5,030 6.0								
	ABC TV			GOOD MORNING, AMERICA-730					GOOD MORNING, AMERICA-830								
	AVERAGE AUDIENCE (Households (000) & %)	{		3,850 4.6					4,190 5.0								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		24 4.6	{		{		26 5.0	{		{		{		{	
E	TOTAL AUDIENCE (Households (000) & %)	{		3,770 4.5					3,690 4.4					4,360 5.2			3,350 4.0
	CBS TV			CBS MORNING NEWS 1					CBS MORNING NEWS 2					\$25,000 PYRAMID			PRESS YOUR LUCK
	AVERAGE AUDIENCE (Households (000) & %)	{		3,020 3.6					3,020 3.6					3,600 4.3			2,770 3.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		19 3.6	{		{		19 3.5	{		{		21 4.0	{		16 3.3
2	TOTAL AUDIENCE (Households (000) & %)	{		3,350 4.0					4,190 5.0					3,520 4.2			4,360 5.2
	NBC TV			TODAY SHOW-7.30AM (CO-OP)	{		{		TODAY SHOW-8.30AM (CO-OP)	{		{		DIFF'RENT STROKES M-F			SALE OF THE CENTURY
	AVERAGE AUDIENCE (Households (000) & %)	{		2,680 3.2					3,270 3.9					2,930 3.5			3,770 4.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		17 3.2	{		{		20 3.9	{		{		17 3.2	{		22 4.4
TV HOUSEHOLDS USING TV		WK. 1	11.8	14.2	16.0	17.0	17.7	18.4	18.4	18.9	19.3	19.5	19.3	19.6	19.9	20.3	20.0
(See Def. 1)		WK. 2	11.7	13.8	15.5	16.5	17.3	18.3	19.0	19.3	20.1	20.5	20.3	20.2	20.2	20.4	20.3
U.S. TV Households: 83,800,000																	

For explanation of symbols, See page A.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,440 4.1		3,270 3.9		3,940 4.7		4,360 5.2		8,460 10.1				8,300 9.9					
	ABC TV		TOO CLOSE- COMFORT DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)					ONE LIFE TO LIVE				
	AVERAGE AUDIENCE (Households (000) & %)	{	2,930 3.5		2,930 3.5		3,270 3.9		3,600 4.3		6,620 7.9	7.4*		8.3*	6,290 7.5	7.2*		7.8*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		17 3.4		16 3.7		16 3.4	4.1	17 4.1	4.6	28 7.0	26* 7.9		30* 8.1	28 7.3	27* 7.3		30* 7.6		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,780 6.9		7,710 9.2				9,130 10.9				7,460 8.9				5,280 6.3			
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS					AS THE WORLD TURNS			CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,860 5.8		6,620 7.9				6,870 8.2	8.2*		8.3*	7.1	6.9*		7.3*	5.7	4,780 5.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 5.4	6.3	35 7.7	8.2			33 8.0	34* 8.3		32* 8.3	26 6.9	25* 7.0		27* 7.1	22 5.7	5.8		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,450 6.5		4,610 5.5		2,850 3.4		3,270 3.9		7,210 8.6				5,870 7.0					
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES					ANOTHER WORLD				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,860 5.8		3,940 4.7		2,350 2.8		2,680 3.2		5,610 6.7	6.4*		7.0*	4,440 5.3	5.4*		5.2*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 5.7	5.8	21 4.7	4.8	12 2.8	2.8	13 3.1	3.3	24 6.1	23* 6.7		25* 7.0	20 5.6	20* 5.3		20* 5.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,180 3.8		3,100 3.7		3,940 4.7		4,690 5.6		8,970 10.7				8,380 10.0					
	ABC TV		TOO CLOSE- COMFORT DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)					ONE LIFE TO LIVE				
	AVERAGE AUDIENCE (Households (000) & %)	{	2,600 3.1		2,770 3.3		3,270 3.9		3,770 4.5		6,960 8.3	7.8*		8.7*	6,450 7.7	7.6*		7.8*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		15 3.0	3.3	15 3.3	3.3	16 3.7	4.1	18 4.3	4.7	29 7.3	27* 8.3		30* 8.8	28 7.6	27* 7.5		29* 8.0		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,870 7.0		7,790 9.3				8,800 10.5				7,790 9.3				5,530 6.6			
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS					AS THE WORLD TURNS			CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,110 6.1		6,790 8.1				6,620 7.9	8.0*		7.9*	6,120 7.3	7.0*		7.5*	4,860 5.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 5.7	6.4	38 7.7	8.4			31 7.8	33* 8.0		30* 7.9	25 6.9	24* 7.1		27* 7.5	21 5.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,700 6.8		4,440 5.3		2,680 3.2		3,100 3.7		7,290 8.7				6,030 7.2					
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES					ANOTHER WORLD				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,940 5.9		3,850 4.6		2,180 2.6		2,600 3.1		5,530 6.6	6.4*		6.9*	4,610 5.5	5.5*		5.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 6.0	5.8	21 4.5	4.7	11 2.5	2.6	12 2.9	3.3	23 6.2	22* 6.5		24* 7.0	20 5.6	19* 5.4		20* 5.2		
TV HOUSEHOLDS USING TV			WK. 1	WK. 2	20.2	21.2	21.9	23.2	24.4	25.1	24.8	25.8	27.2	27.8	27.3	27.4	27.0	27.1	26.7	27.2
(See Def. 1)			WK. 1	WK. 2	20.4	21.1	21.5	22.6	24.1	25.4	25.4	26.6	27.8	28.5	28.4	28.8	28.3	28.2	27.3	27.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

NATIONAL TV AUDIENCE ESTIMATES																			
TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
W	TOTAL AUDIENCE (Households (000) & %)	{ 10,220 12.2		GENERAL HOSPITAL		{ 3,690 4.4		EDGE OF NIGHT								{ 8,460 10.1			
	ABC TV																	ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,300 9.9	9.6*			10.2*	3.9	3,270								{ 7,370 8.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 33 9.3	33 *	10.3	10.1	32 *	13	4.0	3.8							{ 18 8.7			
E	TOTAL AUDIENCE (Households (000) & %)	{ 7,710 9.2		GUIDING LIGHT (SD)		{ 2,600 3.1		TATTLETALES								{ 12,230 14.6			
	CBS TV																	CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,200 7.4	7.2*			7.6*	2.5	2,100								{ 10,560 12.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 24 7.1	25 *	7.7	7.5	24 *	8	2.4	2.6							{ 25 12.5			
K	TOTAL AUDIENCE (Households (000) & %)	{ 3,940 4.7		FANTASY												{ 9,640 11.5			
	NBC TV																	NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,510 3.0	2.9*			3.2*										{ 8,210 9.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 10 2.9	10 *	3.1	3.2	10 *										{ 20 9.6			
1	TOTAL AUDIENCE (Households (000) & %)	{ 10,390 12.4		GENERAL HOSPITAL		{ 3,440 4.1		EDGE OF NIGHT		(S)(OP)							{ 9,550 11.4		
	ABC TV																	ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,210 9.8	9.4*			10.2*	3.5	2,930								{ 8,040 9.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 32 9.2	32 *	10.1	10.3	32 *	11	3.5	3.4							{ 19 9.6			
W	TOTAL AUDIENCE (Households (000) & %)	{ 7,290 8.7		GUIDING LIGHT (SD)		{ 2,600 3.1		TATTLETALES								{ 12,230 14.6			
	CBS TV																	CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,950 7.1	7.1*			7.2*	2.5	2,100								{ 10,640 12.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 23 7.0	24 *	7.3	7.0	23 *	8	2.4	2.7							{ 24 12.8			
E	TOTAL AUDIENCE (Households (000) & %)	{ 3,520 4.2		FANTASY												{ 10,310 12.3			
	NBC TV																	NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,350 2.8	2.7*			2.9*										{ 8,800 10.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 9 2.7	9 *	2.8	2.9	9 *										{ 20 10.1			
2	TOTAL AUDIENCE (Households (000) & %)																	{ 10,310 12.3	
	NBC TV																	{ 10,310 12.3	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	28.3	30.4	31.9	32.8	31.7	33.0	33.6	35.1	36.8	38.8	40.6	42.8	45.4	47.4	48.8	50.1	
		WK. 2	29.0	30.5	31.7	32.4	31.7	33.3	34.4	35.9	37.4	39.4	41.6	44.1	47.1	48.9	50.4	52.3	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{					3,270 3.9	4,440 5.3		5,530 6.6		6,200 7.4		7,960 9.5		5,780 6.9	
	ABC TV						BEST OF SCOOBY DOO (SD)	RASCALS/RICHIE RICH		MONCHHICHS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,430 2.9	3,690 4.4		4,440 5.3		4,780 5.7		6,700 8.0		5,110 6.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					21 2.7	23 3.1	4.1	23 4.7	5.1	22 5.6	5.5	29 5.8	7.9	22 8.0	6.1
E	TOTAL AUDIENCE (Households (000) & %)	1,760 2.1	{					3,690 4.4	7,630 9.1	{					4,780 5.7	7,040 8.4	
	CBS TV	← CAPTAIN KANGAROO-SAT →					BISKITTS (SD)	← SATURDAY SUPERCAD →					DUNGEONS AND DRAGONS (SD)	DUKES (SD)	CHARLIE BROWN/SNOOPY SHOW (SD)		
	AVERAGE AUDIENCE (Households (000) & %)	840 1.0	{					2,850 3.4	4,860 5.8	{					4,020 4.8	5,200 6.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	14 .5	12 1.0	*	1.3	15 1.5	24 3.2	27 3.6	28 4.9	27 6.0	26 6.4	26 7.0	17 4.9	22 4.7	22 6.3	22 6.2	
K	TOTAL AUDIENCE (Households (000) & %)	{					3,100 3.7	4,690 5.6		5,870 7.0		7,710 9.2		8,130 9.7		7,460 8.9	
	NBC TV						FLINTSTONE FUNNIES (SD)	SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,680 3.2	3,520 4.2		4,940 5.9		6,370 7.6		6,960 8.3		6,370 7.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					23 2.8	22 3.5	25 3.9	29 4.6	29 5.6	29 6.2	30 7.8	30 7.3	27 8.2	27 7.3	27 7.9
1	TOTAL AUDIENCE (Households (000) & %)	{					3,520 4.2	4,190 5.0		5,030 6.0		5,610 6.7		5,950 7.1		4,860 5.8	
	ABC TV						BEST OF SCOOBY DOO (SD)	RASCALS/RICHIE RICH		MONCHHICHS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,510 3.0	3,270 3.9		3,940 4.7		4,690 5.6		4,860 5.8		4,190 5.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					21 2.7	20 3.4	20 3.8	21 4.1	23 4.4	23 5.0	22 5.4	22 5.8	19 6.0	19 5.7	19 5.2
E	TOTAL AUDIENCE (Households (000) & %)	1,760 2.1	{					3,600 4.3	7,290 8.7	{					4,610 5.5	6,540 7.8	
	CBS TV	← CAPTAIN KANGAROO-SAT →					BISKITTS (SD)	← SATURDAY SUPERCAD →					DUNGEONS AND DRAGONS (SD)	DUKES (SD)	CHARLIE BROWN/SNOOPY SHOW (SD)		
	AVERAGE AUDIENCE (Households (000) & %)	920 1.1	{					2,930 3.5	4,690 5.6	{					3,850 4.6	5,280 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15 .7	15 1.1	*	1.2	14 1.4	24 3.3	27 3.8	27 4.8	27 6.1	27 6.0	24 5.7	19 5.7	19 4.4	25 4.7	25 6.3	25 6.3
2	TOTAL AUDIENCE (Households (000) & %)	{					3,520 4.2	4,190 5.0		5,360 6.4		6,700 8.0		7,710 9.2		6,030 7.2	
	NBC TV						FLINTSTONE FUNNIES (SD)	SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,600 3.1	3,440 4.1		4,610 5.5		5,450 6.5		6,450 7.7		5,200 6.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					22 2.6	21 3.5	25 3.8	25 4.3	27 5.2	27 5.8	31 6.4	31 6.5	25 7.6	25 7.8	25 6.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.9	7.5	9.3	12.0	14.5	16.9	19.8	22.1	24.1	25.6	26.7	27.1	27.6	28.5	28.3
		WK. 2	6.0	7.7	9.3	11.2	14.0	16.8	19.2	21.3	22.2	23.7	24.2	25.0	25.3	25.4	25.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,870 8.2	7,040 8.4		5,610 6.7		6,960 8.3									
	ABC TV		PUPPY-FURTHER ADVENTURES	SCOOBY & SCRAPPY DOO SHOW (SD)		ABC WEEKEND SPECIALS THE HAUNTED MANSION MYSTERY, PART 1		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,780 6.9	5,870 7.0		4,780 5.7		3,770 4.5		3.9*				5.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		24 6.9	24 6.8	7.5	20 6.1	15 4.1	13* 3.7					16* 5.1				
1	TOTAL AUDIENCE (Households (000) & %)	{	4,440 5.3	3,100 3.7		3,850 4.6		17,600 21.0									
	CBS TV		BENJI, ZAX & THE- PRINCE (SD)	BUGS BUNNY/ROAD RUNNER 1		NCAA TODAY-CBS		NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,520 4.2	2,510 3.0		2,930 3.5		6,790 8.1		5.4*		8.1*		9.1*		8.4*	8.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		14 4.4	10 4.0	3.0	12 3.5	24 3.5	18* 5.8		25* 7.6		28* 9.0		25* 8.5		25* 8.3	25* 8.2
2	TOTAL AUDIENCE (Households (000) & %)	{	7,960 9.5	5,530 6.6		6,370 7.6		5,530 6.6						2,680 3.2	8,880 10.6		
	NBC TV		MR. T	SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR						NBC SPORTS- 30 ROCK (2:00-2:17PM) (-OP)			(1) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{	6,960 8.3	4,780 5.7		5,200 6.2		4,610 5.5						2,430 2.9	3,100 3.7		3.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 8.4	20 8.2	5.8	22 6.4	19 5.9	11 5.4		11* 5.5				9 2.9	11 3.1		11* 3.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,530 5.4	5,610 6.7		4,780 5.7		14,670 17.5									
	ABC TV		PUPPY-FURTHER ADVENTURES	SCOOBY & SCRAPPY DOO SHOW (SD)		NCAA FOOTBALL PRE		NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,690 4.4	4,360 5.2		3,770 4.5		5,950 7.1		5.6*		7.0*		7.6*		6.9*	7.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		17 4.3	20 4.5	5.2	17 4.4	25 4.5	21* 5.8		25* 6.7		27* 7.2		24* 6.9		24* 7.0	25* 7.4
2	TOTAL AUDIENCE (Households (000) & %)	{	4,690 5.6	4,690 5.6		6,370 7.6		6,370 7.6		4,530 5.4		2,260 2.7					
	CBS TV		BENJI, ZAX & THE- PRINCE (SD)	BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST. FLYAWAY DOVE					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.6	3,770 4.5		5,360 6.4		5,280 6.3		3,770 4.5		1,590 1.9					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		18 4.8	17 4.5	4.9	23 6.2	22 6.7	7 6.4		16 4.5		7 4.5		1.9 2.2			
2	TOTAL AUDIENCE (Households (000) & %)	{	7,540 9.0	4,190 5.0		4,190 5.0		3,850 4.6						3,690 4.4	9,130 10.9		
	NBC TV		MR. T	SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR						NBC SPORTS- 30 ROCK (2:00-2:18PM) (-OP)			(2) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{	6,290 7.5	3,520 4.2		3,350 4.0		3,350 4.0						3,100 3.7	3,270 3.9		3.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 7.3	16 7.7	4.0	14 4.1	14 3.9	14 4.0		13 4.0		13 4.0		13 3.7	13 3.2		13* 3.6
TV HOUSEHOLDS USING TV		WK. 1	28.6	28.9	28.6	29.0	28.7	29.0	29.4	29.8	30.6	31.9	31.9	32.8	32.7	33.4	33.7
(See Def. 1)		WK. 2	26.4	26.7	26.8	26.6	28.0	28.6	28.5	28.7	28.4	28.9	28.6	28.9	28.2	28.8	29.8

U.S. TV Households: 83,800,000

(1) NBC MAJOR LEAGUE BASEBALL, DETROIT VS BOSTON & ST. LOUIS VS PHILADELPHIA, NBC, MULTI-SEG TELECAST

A-29 (2) NBC MAJOR LEAGUE BASEBALL, PITTSBURGH VS MONTREAL & LOS ANGELES VS ATLANTA, NBC, MULTI-SEG TELECAST

For explanation of symbols, See page A.

NATIONAL TV AUDIENCE ESTIMATES																		
TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,100 3.7		5,700 6.8	18,440 22.0												
	ABC TV		SPORTSBEAT		(1) (-OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{	2,430 2.9		4,940 5.9	7,960 9.5												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	8 3.0		18 2.8	25 5.8		7.4	7.9	8.8	10.0	11.1	9.5	9.3	9.5	10.4	11.0	10.9
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				5,200 6.2	10,640 12.7											6,960 8.3
	CBS TV					NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)	(2) (OP)(-OP)											CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{				4,690 5.6	5,200 6.2											6,030 7.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%				15 5.3	16 4.8		4.9* 5.0	5.7* 5.9		6.2* 5.5	7.5* 7.4	19* 7.6			7.3	7.2
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{																7,040 8.4
	NBC TV																	NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{																5,870 7.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%																6.5 7.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{					5,200 6.2					11,900 14.2						
	ABC TV						NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (SD)(-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{					3,100 3.7					5,950 7.1						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					11 3.5		3.5*	3.9*		6.3* 18	7.1* 19*				7.8* 18*	
E E K 5	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%																
E E K 6	TOTAL AUDIENCE (Households (000) & %)	{																9,050 10.8
	NBC TV																	NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{																7,370 8.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%																8.6 9.1
TV HOUSEHOLDS USING TV		WK. 1	32.8	33.8	33.6	34.2	35.1	36.5	37.5	38.2	37.7	37.4	38.4	39.6	42.2	43.9	44.8	46.0
(See Def. 1)		WK. 2	29.4	30.2	30.2	29.6	29.7	30.7	32.5	33.5	35.3	36.2	37.2	39.4	41.7	43.5	44.7	45.5

U.S. TV Households: 83,800,000

(1) NCAA FOOTBALL PRE, ABC, (3:30-3:48PM)

(2) NCAA TODAY POST-CBS, CBS, (3:53-4:12PM)

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
E	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
1	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
E	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															

TV HOUSEHOLDS USING TV		WK. 1	4.9	6.1	7.4	9.1	10.9	12.8	14.5	15.5	17.5	19.3	21.0	22.2	24.0	26.3	26.6	26.6
(See Def. 1)		WK. 2	4.7	6.1	7.4	9.1	10.4	11.8	14.2	16.6	19.0	20.3	21.8	23.1	24.3	25.2	25.5	26.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	4,360 5.2 ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)												8,880 10.6 ← ABC SUNDAY AFTERNOON BSBL — MONTREAL VS PITTSBURGH ST. LOUIS VS PHILADELPHIA MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)	2,600 3.1 3.1* 3.1* 11 11* 10* 3.0 3.1 3.2 2.9												2,600 3.1 2.7* 3.3* 7 7* 8* 2.6 2.7 3.4 3.1			
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
E	TOTAL AUDIENCE (Households (000) & %)	2,680 3.2 FACE THE NATION												7,040 8.4 CBS NFL TODAY			
	AVERAGE AUDIENCE (Households (000) & %)	2,010 2.4 8 2.5 2.4												12,150 14.5 10.6* 13.2* 14.7* 37 31* 35* 37* 9.9 11.2 12.9 13.5 14.5 14.9 14.4 15.1			
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
K	TOTAL AUDIENCE (Households (000) & %)	1,930 2.3 MEET THE PRESS												5,280 6.3 NFL '83-NBC			
	AVERAGE AUDIENCE (Households (000) & %)	1,340 1.6 6 1.7 1.6												9,970 11.9 8.9* 11.7* 13.0* 30 24* 30* 32* 8.1 9.8 11.2 12.1 12.4 13.5 12.8 12.8			
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
1	TOTAL AUDIENCE (Households (000) & %)	4,860 5.8 ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)												5,280 6.3 ← ABC SUNDAY AFTERNOON BSBL — PHILADELPHIA VS ST. LOUIS PITTSBURGH VS MONTREAL (2:00-4:44PM)			
	AVERAGE AUDIENCE (Households (000) & %)	2,600 3.1 3.0* 3.2* 11 11* 11* 3.0 3.0 3.2 3.2												1,590 1.9 1.7* 1.9* 5 4* 5* 1.6 1.8 2.1 1.8			
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
E	TOTAL AUDIENCE (Households (000) & %)	7,460 8.9 FOR OUR TIMES (SUS)												30,080 35.9 CBS NFL TODAY			
	AVERAGE AUDIENCE (Households (000) & %)	5,780 6.9 23 6.2 7.7												14,580 17.4 13.6* 15.9* 16.9* 44 40* 43* 44* 12.3 14.8 15.7 16.2 16.9 16.9 15.6 16.4			
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
2	TOTAL AUDIENCE (Households (000) & %)	2,430 2.9 MEET THE PRESS												19,530 23.3 NFL '83-NBC			
	AVERAGE AUDIENCE (Households (000) & %)	1,930 2.3 8 2.3 2.2												9,130 10.9 8.3* 10.8* 10.9* 28 23* 28* 28* 7.5 8.9 10.7 10.9 11.1 10.8 10.7 12.0			
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK. 1	28.1	29.3	29.5	29.9	30.4	31.0	31.4	33.5	36.0	37.0	37.8	39.2	39.7	40.5	40.5
(See Def. 1)		WK. 2	27.6	28.9	28.6	28.9	28.8	30.7	31.3	32.9	34.6	36.9	38.2	38.6	38.7	39.5	39.7
U.S. TV Households: 83,800,000																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.00MD	→GRID	28,990	34.6	13,580	16.2	28	15.7		28,160	33.6	13,320	15.9	27	16.2	
	2	9.00-12.05AM	→GRID														
		11.00															
		11.15															
		11.30															
		11.45															
EVENING THURSDAY																	
ABC ABC NFL FOOTBALL SPCL(S)	1	8.30 11.34PM	→GRID	24,050	28.7	10,810	12.9	23	12.8								
		11.00															
		11.15															
		11.30															
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	2	8.58- 8.59PM	8.45	13,070	15.6	13,070	15.6	28	15.6		11,820	14.1	11,820	14.1	26	14.1	
	1	9.39- 9.40PM	9.30														
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45	13,160	15.7	12,820	15.3	27	15.3		16,420	19.6	16,420	19.6	35	19.6	
	1	10.01-10.03PM	10.00														
CBS NEWSBREAK-SAT.		8.57- 8.59PM	8.45	6,700	8.0	6,450	7.7	14	7.7		9,640	11.5	8,880	10.6	20	10.6	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	7,960	9.5	7,960	9.5	17	9.5		7,790	9.3	7,790	9.3	17	9.3	
NBC NBC NEWS DIGEST-2-SAT.	2	9.54- 9.55PM	9.45								7,540	9.0	7,540	9.0	16	9.0	
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	2	8.27- 8.28PM	8.15	18,690	22.3	18,350	21.9	35	21.9		17,430	20.8	17,430	20.8	33	20.8	
	1	8.32- 8.34PM	8.30														
ABC ABC NEWSBRIEF-SUN.	1	10.00-10.01PM	10.00	22,210	26.5	22,210	26.5	42	26.5		16,170	19.3	15,840	18.9	31	18.9	
	2	10.00-10.02PM	10.00														
CBS CBS NFL FOOTBALL GAME 2	1	4.08- 7.27PM	→GRID	27,400	32.7	13,490	16.1	35	18.0		24,130	28.8	10,730	12.8	27		
	2	4.19- 7.53PM	→GRID														
CBS CBS NFL FOOTBALL-POST		7.30		18,600	22.2	17,260	20.6	40	20.6								
		8.00															
CBS 60 MINUTES	1	7.33- 7.37PM	7.30	25,220	30.1	18,180	21.7	37			21,450	25.6	15,250	18.2	29		
	2	7.37- 8.37PM	→GRID														
CBS ALICE		8.30		15,000	17.9	11,560	13.8	22	18.8								
		9.00															
CBS ONE DAY AT A TIME		9.00		16,340	19.5	14,160	16.9	26	16.7		14,670	17.5	12,320	14.7	22		
	1	8.37- 9.07PM	→GRID														
		9.30		17,100	20.4	15,000	17.9	27	17.7								
	2	9.06- 9.36PM	→GRID														
CBS JEFFERSONS		9.30		17,100	20.4	15,000	17.9	27	18.4								
	1	9.37-10.07PM	→GRID														
		10.00		13,070	15.6	13,070	15.6	24	15.6		15,170	18.1	12,740	15.2	23		
	2	9.36-10.06PM	→GRID														
CBS NEWSBREAK-SUN.		9.35- 9.36PM	9.30	13,070	15.6	13,070	15.6	24			11,230	13.4	11,230	13.4	20	13.4	
CBS GOODNIGHT, BEANTOWN				13,580	16.2	11,310	13.5	22									
CONT'D	1	10.07-10.37PM	→GRID														

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SUNDAY-CONT'D																			
CBS GOODNIGHT, BEANTOWN-CONT'D	2	10.06-10.36PM	~GRID 10.30						13.3		14,580	17.4	12,650	15.1	24	15.0			
CBS TRAPPER JOHN, M.D.	1	10.37-11.37PM	~GRID	15,670	18.7	10,810	12.9	26			14,410	17.2	10,810	12.9	24				
	2	10.36-11.36PM	~GRID 11.30				13.0*	34*	13.0					13.0*	31*	13.0			
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	7,960	9.5	7,960	9.5	15	9.5		17,180	20.5	17,180	20.5	31	20.5			
	2	9.16- 9.17PM	9.15																
NBC NBC NEWS DIGEST-2-SUN.	1	9.55- 9.57PM	9.45	6,790	8.1	6,700	8.0	12	8.0										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	1	>	8.15	11,730	14.0	11,730	14.0	23	10.9	M-F	14,160	16.9	14,160	16.9	27	13.6			
	2	>	8.45						12.3	MON.						15.7			
			9.45						15.5	TUWF						23.7			
			10.00																
ABC ABC NEWS:NIGHTLINE-T-F		>	11.30	5,780	6.9	3,600	4.3	14	6.2	TU-F	6,700	8.0	3,940	4.7	16	6.5			
			11.45				5.5*	16*	4.8	TUWF				5.8*	17*	5.2			
			12.00						3.9	TU-F						4.2			
			12.15				3.5*	13*	3.1	TU-F				3.8*	14*	3.4			
			12.30						2.6	TUWF				3.0*	16*	3.0			
ABC ABC NEWS:NIGHTLINE-MON	1	12.30- 1.05AM	12.30	3,850	4.6	2,930	3.5	18	4.1	MON.									
	2	12.35- 1.05AM	12.30 12.45 1.00				3.7*	19*	3.2 2.9	MON. MON.	3,270	3.9	2,600	3.1	16	3.7 2.9 2.3			
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.30- 1.04AM	12.30 12.45 1.00	2,930	3.5	2,350	2.8	14	3.2 2.7 2.2	THU. THU. THU.									
CBS NEWSBREAK-M-F		>	8.45 9.00	9,220	11.0	9,220	11.0	18	11.8 7.9	M-F TUE.	10,140	12.1	10,730	12.8	20	10.8 17.0			
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 (SUS)	7,880	9.4	5,110	6.1 6.3*	21 18*	6.7 6.1 6.0 5.9 5.7 4.4	M-F M-F M-F M-F M-F M-F	7,880	9.4	5,030	6.0 6.3*	21 18*	6.5 6.2 6.0 5.9 5.7 4.6			
CBS LATE MOVIE II		>	VARIOUS TIMES (SUS)	4,530	5.4	3,770	4.5 4.8*	27 26*	4.9 4.7 4.6 4.2	M-F M-F M-F M-F	4,530	5.4	3,520	4.2 4.6*	26 25*	4.9 4.6 4.2 3.9 3.6			
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00 2.15	1,340	1.6	1,170	1.4	17	1.5 1.3	M-THSU M-THSU	1,260	1.5	1,090	1.3	15	1.4 1.3			
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	~GRID 2.30 2.45 3.00	2,510	3.0	1,090	1.3	27	1.5 1.5 1.5	M-THSU M-THSU M-THSU	2,510	3.0	1,090	1.3	28	1.7 1.6 1.6			
CONT'D																			

				WEEK 1					WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE						
				(000)	%	(000)	%	%	%	(000)	%	(000)	%						
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS NEWS NIGHTWATCH-2-CONT'D				3.15			1.5*	27*	1.5	M-THSU				1.6*	29*	1.6	M-THSU		
				3.30					1.4	M-THSU						1.4	M-THSU		
				3.45			1.4*	29*	1.3	M-THSU				1.4*	29*	1.4	M-THSU		
				4.00					1.3	M-THSU						1.3	M-THSU		
				4.15			1.3*	30*	1.2	M-THSU				1.3*	32*	1.3	M-THSU		
				4.30					1.2	M-THSU						1.2	M-THSU		
				4.45			1.2*	30*	1.2	M-THSU				1.2*	32*	1.1	M-THSU		
				5.30					1.1	M-THSU						1.1	M-THSU		
				5.45			1.2*	29*	1.1	M-THSU				1.1*	28*	1.1	M-THSU		
NBC NBC NEWS DIGEST-M-F				>	8.45	10,640	12.7	10,640	12.7	21	12.4	M-F	11,310	13.5	10,480	12.5	20	13.4	M-F
					9.00						14.1	WED.							
					9.15												13.0	MON.	
NBC NBC NEWS DIGEST-2-M-F				>	9.45	8,630	10.3	9,470	11.3	18	10.2	M-F	12,490	14.9	12,490	14.9	23	14.9	TU&TH
NBC TONIGHT SHOW				11.30-12.30AM	11.30	8,630	10.3	5,280	6.3	21	7.3	M-F	8,460	10.1	5,200	6.2	20	7.4	M-F
					11.45				6.9*	20*	6.6	M-F				6.9*	20*	6.5	M-F
					12.00						6.0	M-F						6.0	M-F
					12.15				5.6*	21*	5.3	M-F				5.4*	20*	4.9	M-F
NBC DAVID LETTERMAN I				12.30- 1.00AM	12.30	2,600	3.1	2,100	2.5	13	2.6	M-TH	2,850	3.4	2,260	2.7	15	2.9	M-TH
					12.45						2.3	M-TH						2.5	M-TH
NBC FRIDAY NIGHT VIDEOS				12.30- 2.00AM	12.30	5,870	7.0	2,770	3.3	17	4.7	FRI.	4,780	5.7	2,350	2.8	15	3.5	FRI.

			12.45			4.2*	17*	3.8	FRI.			3.3*	14*	3.0	FRI.
			1.00					3.6	FRI.					2.9	FRI.
			1.15			3.3*	17*	3.0	FRI.			2.8*	15*	2.6	FRI.
			1.30					2.6	FRI.					2.3	FRI.
			1.45			2.2*	15*	1.9	FRI.			2.3*	15*	2.2	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	1,760	2.1	1,420	1.7	1.9	M-TH	2,180	2.6	1,760	2.1	2.3	M-TH
			1.15					1.6	M-TH					2.0	M-TH
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,510	1.8	1,090	1.3	1.4	M-F	1,680	2.0	1,340	1.6	1.7	M-F
			1.45			1.4*	13*	1.3	M-TH			1.7*	15*	1.7	M-TH
			2.00					1.4	M-F					1.5	M-F
			2.15			1.4*	15*	1.3	M-F			1.5*	15*	1.5	M-F
			2.30					1.1	FRI.			1.4*	15*	1.4	FRI.
			2.45			1.1*	12*	1.0	FRI.						
		VARIOUS TIMES (SUS)													
DAY MONDAY-FRIDAY															
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00						M-F						M-F
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15						M-F						M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,590	1.9	1,420	1.7	1.7	M-F	1,840	2.2	1,680	2.0	2.0	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,030	7.2	5,950	7.1	7.1	M-F	6,540	7.8	6,370	7.6	7.6	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30							8,210	9.8	5,700	6.8	6.8	WED.
			4.45									6.7*	19*	6.6	WED.
			5.00											6.7	WED.
			5.15									6.9*	18*	7.0	WED.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,510	1.8	1,090	1.3	1.2	M-F	1,760	2.1	1,260	1.5	1.4	M-F
			6.45					1.4	M-F					1.7	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,870	7.0	5,700	6.8	6.8	M-F	5,950	7.1	5,700	6.8	6.8	M-F

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,030	6.0	4,860	5.8	18	5.8	M-F	4,690	5.6	4,530	5.4	17	5.4	M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,760	2.1	1,260	1.5	14	1.2 1.8	M-F M-F	1,420	1.7	1,010	1.2	12	1.0 1.4	M-F M-F
DAY SATURDAY																	
ABC MENUDO-8:25AM		8.25- 8.29AM	8.15	3,270	3.9	2,600	3.1	20	3.1		3,440	4.1	2,930	3.5	22	3.5	
ABC MENUDO-10:25AM		10.25-10.29AM	10.15	7,120	8.5	6,030	7.2	25	7.2		5,280	6.3	4,610	5.5	21	5.5	
ABC SCHOOLHOUSE ROCK-11:55AM		11.55-11.59AM	11.45	5,450	6.5	4,940	5.9	21	5.9		4,780	5.7	4,110	4.9	19	4.9	
ABC NCAA FOOTBALL GAME	2	12.30- 4.00PM	-GRID 4.00								14,670	17.5	5,950	7.1	25	<<	
ABC NCAA FOOTBALL PRE	1	3.30- 3.48PM	-GRID 3.45	5,700	6.8	4,940	5.9	18	6.4								
ABC NCAA FOOTBALL POST	2	4.00- 4.09PM	4.00								5,450	6.5	3,850	4.6	15	4.6	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,270	3.9	3,020	3.6	24	3.6		3,520	4.2	3,270	3.9	25	3.9	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,610	6.7	5,280	6.3	24	6.3		4,530	5.4	4,110	4.9	20	4.9	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,780	5.7	4,020	4.8	17	4.8		4,440	5.3	3,850	4.6	18	4.6	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,110	6.1	4,860	5.8	20	5.8		5,200	6.2	4,860	5.8	23	5.8	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	3,100	3.7	2,930	3.5	12	3.5		3,850	4.6	3,350	4.0	16	4.0	
CBS NCAA FOOTBALL-CBS	1	12.30- 3.54PM	-GRID 3.45	17,600	21.0	6,790	8.1	24	7.4								
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45				8.1*	23*			5,110	6.1	4,690	5.6	19	5.6	
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15								4,020	4.8	3,520	4.2	14	4.2	
CBS NCAA TODAY-CBS	2	3.30- 3.40PM	3.30								3,180	3.8	3,270	3.9	13	3.9	
CBS NCAA TODAY POST-CBS	1	3.53- 4.12PM	-GRID 4.00 6.45	5,200	6.2	4,690	5.6	15	5.7								
NBC ASK NBC NEWS-8:28AM	2	6.54- 7.00PM	6.45								8,800	10.5	7,460	8.9	21	8.9	
NBC ONE TO GROW ON-8:58AM		8.28- 8.30AM	8.15	3,350	4.0	3,100	3.7	24	3.7		3,020	3.6	2,850	3.4	22	3.4	
NBC ONE TO GROW ON-10:28AM		8.58- 9.00AM	8.45	4,360	5.2	4,190	5.0	24	5.0		3,850	4.6	3,600	4.3	21	4.3	
NBC ONE TO GROW ON-10:58AM		10.28-10.30AM	10.15	7,540	9.0	7,210	8.6	30	8.6		6,960	8.3	6,620	7.9	32	7.9	
NBC ASK NBC NEWS-12:28PM		10.58-11.00AM	10.45	6,790	8.1	6,620	7.9	28	7.9		5,610	6.7	5,530	6.6	26	6.6	
NBC NBC SPORTS-30 ROCK	1	12.28-12.30PM	12.15	4,860	5.8	4,530	5.4	19	5.4		3,350	4.0	3,100	3.7	13	3.7	
	2	2.00- 2.17PM	-GRID	2,680	3.2	2,430	2.9	9			3,690	4.4	3,100	3.7	13		
		2.00- 2.18PM	-GRID 2.15						2.7							3.7	
DAY SUNDAY																	
CBS IN THE NEWS-7.26AM-SUN(SUS)	2	7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)	2	7.56- 7.59AM	7.45														
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.21PM	-GRID	26,650	31.8	12,150	14.5	37			30,080	35.9	14,580	17.4	44		
	2	1.00- 4.38PM	-GRID 4.00 4.15 4.30				18.4*	43*	18.6 6.5 6.3							21.6 6.6	
CONT'D																	
-45 U.S. TV HOUSEHOLDS: 83,800,000				FOR EXPLANATION OF SYMBOLS, SEE PAGE A.				*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)									

Nielsen

DAY SUNDAY-CONT'D
CBS CBS NFL FOOTBALL GAME 1-CONT'D